AUGUST 4, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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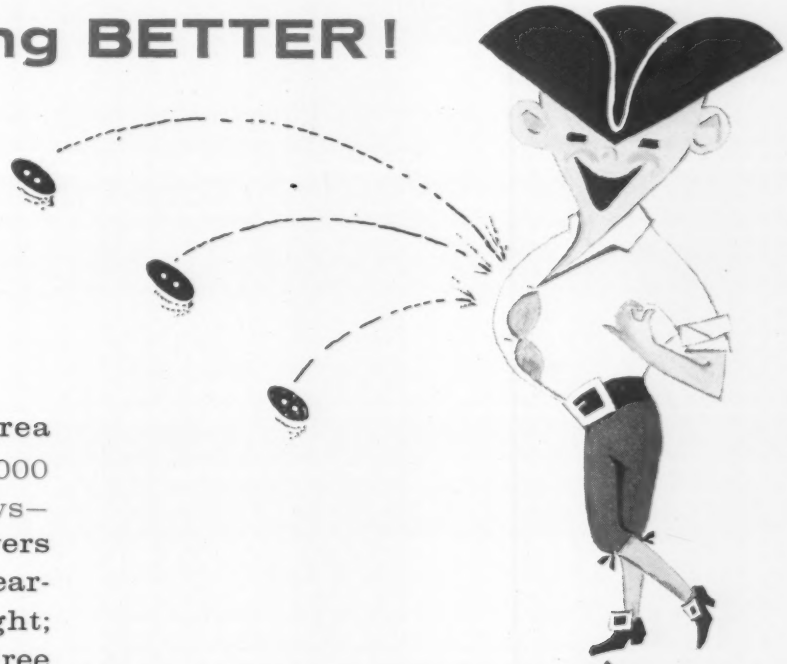
Military seeks to divert spectrum study to other targets Page 51

How typical radio, tv stations made out in 1957 Page 76

Best and Getting BETTER!



In the most comprehensive area study ever made—more than 50,000 telephone coincidental interviews—Trendex proves WNHC-TV delivers 75% more audience than next nearest station from 6 PM-midnight; and more audience than all three Hartford stations COMBINED from 11 PM-midnight! Only WNHC-TV can do the whole job from Massachusetts throughout Connecticut to Long Island. Ask your Blair-TV man to show you the amazing, new Trendex data.

Source: Trendex Area Study, June 26-July 2, 1958

A TRIANGLE STATION

WNHC-TV

HARTFORD-NEW HAVEN, CONN.

Channel 8

ABC-TV • BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N.Y. / **WLBR-TV,** Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

SIOUX CITY LEADS THE NATION

June 6th Sales Management shows retail sales in Sioux City 16.6% above the national average. Retail Sales Forecast from July 4 Sales Management again shows Sioux City leading the nation in retail sales . . . 19.8% above the national average.

Why Sioux City is a bright spot

Cattle prices are up 30% over 1957. Hog prices are up 70%. Sioux City's stock market is the fifth largest salable live stock market in the nation; and the largest stocker and feeder market in the U.S. Value of livestock received is more than a million dollars a day! The government has announced selection of Sioux City for installation of a huge S.A.G.E. system. It's estimated that 650 technicians will be needed to man this electronic-radar unit, adding nearly one-half million dollars a year in payroll to the area.

KVTV Channel 9

LEADS SIOUX CITY

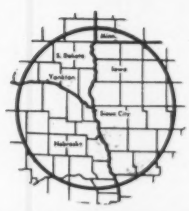
Latest Pulse and ARB both show KVTV dominant in Sioux City. Pulse shows KVTV has 29 of the top 30 shows—355 quarter hour wins—a 35.7 Avg. Class A Rating—8 of top 9 syndicated shows—top 10 local live shows. ARB gives KVTV 25 of top 30 shows—285 quarter hour wins—a 57.1% share of audience in all time periods when KVTV and station "A" are on the air.

To sell in the market that leads the nation in retail sales, sell on the station that leads the market—KVTV Channel 9 Sioux City. See your Katz man for all the details.

CBS-ABC

KVTV Channel 9

Sioux City, Iowa



Don D. Sullivan, General Manager.

Bob Donovan, Commercial Manager.

Peoples Broadcasting Corporation

it pays to get the feel of the market

Selling old "Pecos Pete" the need for an alarm clock would be just about as effective as trying to reach all of the vast rich North Texas Market *without* WFAA-TV. Fortunately, he's a rare bird in this 71 county area — the folks in WFAA-TV LAND spent almost 3¼ BILLION DOLLARS last year for everything from alarm clocks to air-conditioned automobiles.

NOW 682,610 TV SETS—based on A. C. Nielsen's NCS #3 1958 TV Set Count and previously substantiated coverage for WFAA-TV (NCS #2) . . . . over 70,000 *more* than credited before!

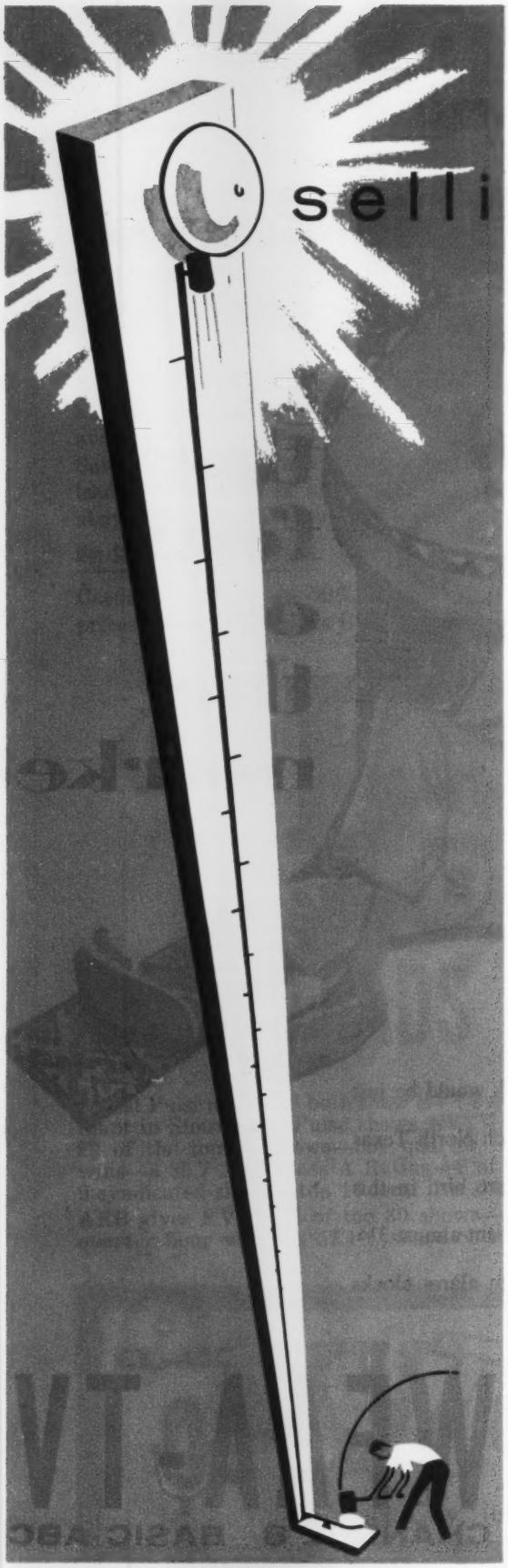
DALLAS

WFAA-TV

CHANNEL 8 BASIC ABC

316,000 Watts Video 158,000 Watts Audio
A television service of the DALLAS MORNING NEWS
Edward Petry & Co., National Representatives

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.



selling strength

WGAL-TV adds selling strength to your advertising dollar. True, because this pioneer station is foremost in Lancaster, Harrisburg, York, as well as in numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. And, you find that WGAL-TV's multi-city coverage costs you less than buying single-city coverage. Increase the selling strength of your advertising dollar—on WGAL-TV.

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- $3¾ billion annual retail sales
- $6⅔ billion annual income

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit®

CENSORSHIP • There's irony in passage last week by Senate of bill (which cleared House last April) to prevent executive branch from withholding information to which public is entitled (story page 56). White House for months has been sitting on one piece of information which would seem to come directly under new bill—stand-by code of voluntary censorship to be invoked in time of national emergency. There's no security involved in code. White House has simply been holding code until public relations experts decide timing of release. Text of code appears exclusively in this issue (story page 31).

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Political parties already are querying networks for time availabilities for upcoming November congressional elections. Parties are interested in underwriting last five minutes of half-hour shows, as they did on all three networks in last national elections.

•

SPECTRUM SPECULATION • Turn of events in respect to spectrum analysis proposed in Potter Resolution (SJ Res. 106) climaxed by White House endorsement of broadened inquiry, which would include administration and procedures, has caused consternation among broadcasters and even at FCC, despite latter's approval of White House position. Five-man high-level commission conceivably could find that present regulatory and administrative methods are inadequate and recommend new regulatory structure to cover both private (FCC) and government (Presidential allocations (see page 51).

•

Speculation on personnel for new study commission, in light of White House position, now has been elevated to include highest echelons as well as leading engineers and scientists. Suggested are former Presidents Herbert Hoover and Harry S. Truman; former AT&T President Walter Gifford, Vannevar Bush, Dr. Irvin S. Stewart, original FCC member, who headed special Communications Policy Board created in 1950, former FCC Comr. George E. Sterling and Rear Adm. Joseph R. Redman, former chief of Naval Communications and afterward vice president of Western Union. Two members of commission would be named by President and one each by vice president, speaker of House and FCC.

•

FM AND FOOTE, CONE • Foote, Cone & Belding, Chicago, may take agency lead in that city in development of fm survey for future use of its clients. Some executives at FC & B are known to feel fm is promising medium but needs more measurements before it can be effectively sold to advertisers. If pilot project materializes, it's hoped Chicago fm stations would subsidize study.

Sen. Warren Magnuson (D-Wash.) is pulling all stops in effort to get House passage of his bill allocating $1 million to each state for educational tv. Senate-passed measure has been held up in House Commerce Committee by both unexpected opposition and other legislation receiving priority in rush for adjournment. Sen. Magnuson had Thursday talk with House Majority Leader John W. McCormack (D-Mass.) and planned Friday session with Speaker Sam Rayburn (D-Tex.) in attempts to get bill out of committee. He also has kept close tab on progress with Committee Chairman Oren Harris (D-Ark.). Bill still has 50-50 chance for passage and Rep. Harris stated Friday effort would be made to bring it up for committee vote this week.

•

AD DETERRENT • Though its drafters insist controversial Kennedy-Ives labor bill would not apply to normal institutional advertising, some big radio-tv users fear differently. Bill, already passed by Senate (but not now given much chance in House), would require employers to report to Secretary of Labor on any expenditure of $5,000 or more to "influence or affect" employes in collective bargaining matters. Opponents argue this could include bonuses, raises, house organs, etc., and might also be construed to cover institutional advertising, with result that employers would take cautious approach and might forego these things to avoid complicated reporting requirements.

•

One clear example of kind of advertising that might be deterred by Kennedy-Ives bill is seen in commercial scheduled for upcoming General Electric Theatre *program on CBS-TV. This message, prepared by BBDO for Aug. 10 show is on "What Makes Jobs?" Agency people wonder whether sponsors would be willing to run such commercials under what they consider broad wording of Kennedy-Ives bill. It's not that they consider it improper, but rather "nuisance" that sponsors might have to report it and even defend it. Meanwhile, it's learned, American Assn. of Advertising Agencies has notified its members that "any institutional or plant-community advertising which dealt with these or similar subjects [employe benefits] would, of course, be covered" by bill.*

•

VACATION TIME • FCC's homework during August recess now includes community antennas and whether they should be regulated as common carriers or not at all. Both Broadcast and Common Carrier Bureaus submitted digests of comments received on CATV proceeding at last Thursday's meeting in hope that when FCC reconvenes Sept. 3, it will be prepared to act one way or other.

•

Among other matters to await after-vacation consideration: Final decision in ch. 10 Parma-Onondaga, Mich. (not enough time to digest proposed decision); $400,000 transfer of WCKR Miami to Sunray (WPEN Philadelphia) because of pending appeal on ch. 7 grant to Biscayne (WCKT); revised renewal application form (303) particularly as to specifications on program analyses; plus aged clear channel case and related daytime station issue and Network Study Group report, among others.

•

END OF RKO-TV • Six key executives of RKO Television are leaving organization to form own tv-motion picture packaging company which is acquiring film assets of RKO Television. Latter organization reportedly will cease to exist, at least in effect. New company, still unnamed, to be headed by Robert Manby, RKO Teleradio Pictures vp in charge of RKO Television Div. Among film properties involved are several tv pilots and group of motion pictures which RKO Television co-produced in Ireland. Move has been in discussion for months and also accords with findings of recent Booz, Allen & Hamilton management study made throughout RKO Teleradio Pictures Inc.

•

Tv film companies are fretting over squeeze play by Dept. of Justice to secure business information which film producers and distributors were required to turn over to FCC in latter's network investigation. Justice Dept. apparently wants data for use in pending antitrust suits against tv film companies. Under law, Justice has right to ask for information from other government agencies—to obviate duplication. FCC told film companies it's disposed to turn over material unless objections are raised. Several film lawyers have asked FCC to specify exactly what data Justice wants. Others declined comment.

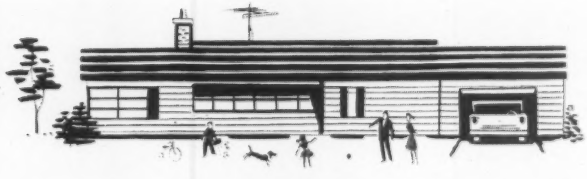
•

HOW TO HANDLE? • FCC dismayed at court's action sending back Boston WHDH ch. 5 case for hearing on purported improper influences (see page 66). Vexing commissioners is question who is going to investigate whom? Are commissioners going to ask each other whether they were unduly influenced? Is staff to ask with whom *ex parte* meetings were held? Is staff to demand access to commissioners' personal files? Miami ch. 10 case is different, commissioners point out, since House Legislative Oversight Committee did most of the spade work.

They buy as a family . . .

because they were sold as a family . . .

by their local Meredith station!



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

THE WEEK IN BRIEF

Stand-By Censorship Readied—White House is expected to issue soon an updated version of the World War II code of voluntary censorship. The code would be invoked at Presidential command in time of national emergency. Page **31.**

Studebaker-Packard Shifting Gears—$5 million-plus account about to shake loose from Curtiss-Wright Corp. "Management direction," leaves Burke Dowling Adams for D'Arcy; Radio-tv salesmen hope to see more S-P coin as a result of the move. Page **33.**

Network Tv Business Perks—Bulova leads nighttime parade with co-sponsorships of three NBC-TV shows. Reynolds Metals buys into ABC-TV's *Walt Disney Presents*, Pittsburgh Plate Glass into CBS-TV's *Garry Moore Show*. ABC's "operation daybreak" also gets a boost in week's signings. Page **34.**

Exchanges Under Scrutiny—Civil Aeronautics Board looking into barter deals between airlines and radio-tv and other media, where airlines furnish transportation for contest winners and others in return for schedule of advertising and publicity mentions. Page **34.**

Radio Exploits Postal Rate Rise—RAB distributes 4,000 special newsletters to help members show local direct-mail advertisers they can get more for their money with radio—much more, now that mail costs have been hiked. Page **35.**

Sharpen Razor Plans—Eversharp-Schick safety razors ties in exclusive rights to "80 Days Around The World" in tv spot campaign, part of a $4 million advertising schedule. Page **36.**

No Billing Slump—At halfway mark this year, network tv gross billing continues to show rise. For six months comparative figure shows 12.9% increase, for June alone it was 10.8% gain. Page **44.**

AB-PT Earnings encouraging—Goldenson reports profit gains for second quarter and for six months, notes network and theatre business at AB-PT show "improvement." Page **46.**

Censorship Works Both Ways—NBC Moscow correspondent Irving Levine tells about a dual difficulty—trying to find out what's happening on outside as well as telling world what Russians are up to. Page **48.**

Broader Spectrum Probe Sought—Military, with strong White House backing, makes play to expand Potter-Bray resolution into all-encompassing study of frequency allocations, plus investigation of FCC administration of Communications Act. Proponents of present language, including only military study, question meaning of new amendment. Page **51.**

Two For Daytimers—Commission opens clear channels 940 kc and 1550 kc for daytime applications; orders these two channels removed from regulation prohibiting daytime grants pending solution of daytime skywave case. Page **52.**

Blank Check Still Blank—Senate subcommittee winds up hearings on professional sports exemption from antitrust laws. But approach of Congress adjournment lessens chances for passage of bill opposed by broadcasters. Page **52.**

Broadcast Libel Victory—Federal court in Tennessee holds stations are protected from libel liability in political broadcasts under Sec. 315 of Communications Act because they cannot censor candidates' remarks. Page **56.**

Code of Ethics Nearer—House subcommittee advances bill forcing FCC to adopt code of ethics and requiring public disclosure of *ex parte* communications with commissioners. Page **56.**

Does New Blood—or Old—Get Shed?—FCC acts on economic protest by WMBO-AM-FM Auburn, N. Y., against grant of new am, but calls up WMBO-AM-FM for license renewal in comparative hearing with new station. FCC vote, aftermath of recent appeals court ruling, is 4-3 as members split into two schools of thought. Page **60.**

Intercity Tv Relays—FCC pulls plug, allows stations to install their own private intercity tv relays regardless of whether common carrier facilities are available. It's seen as boon to small market operators and equipment manufacturers. Page **63.**

FCC Does Some Channel Shuffling—Puts ch. 8 in three-city hyphenated area in North Carolina, while substituting ch. 13 for ch. 8 in Florence, S. C., and switching Charleston, S. C., educational reservation from ch. 13 to ch. 7. Among other changes, Milwaukee u's are realigned as proposed earlier. Page **63.**

Boston Ch. 5 Tossed Back—Appeals court sends case back to FCC for investigation of improper influences, but emphatically upholds Commission's grant to *Boston Herald-Traveler*. Page **66.**

Everywhere There's Radio.—Well, almost everywhere. Latest estimate by RAB puts U. S. set count at 142.6 million as of July 1, up from 139.5 six months previous. Page **72.**

Broadcast Profits Stabilized—NAB analysis shows radio had 9.1% profit margin and tv 15% in 1957, with revenues showing an upward trend this year. Page **76.**

MR. CARTER

Off the Avenue—"Somewhere West of Laramie," advertising is flourishing in the wide-open spaces, in the view of a westerner born and bred, Nelson Carter, Foote, Cone & Belding's Los Angeles vice president. Admen of the West are working in "an atmosphere of freedom and enthusiasm," he says in MONDAY MEMO, page **105.**

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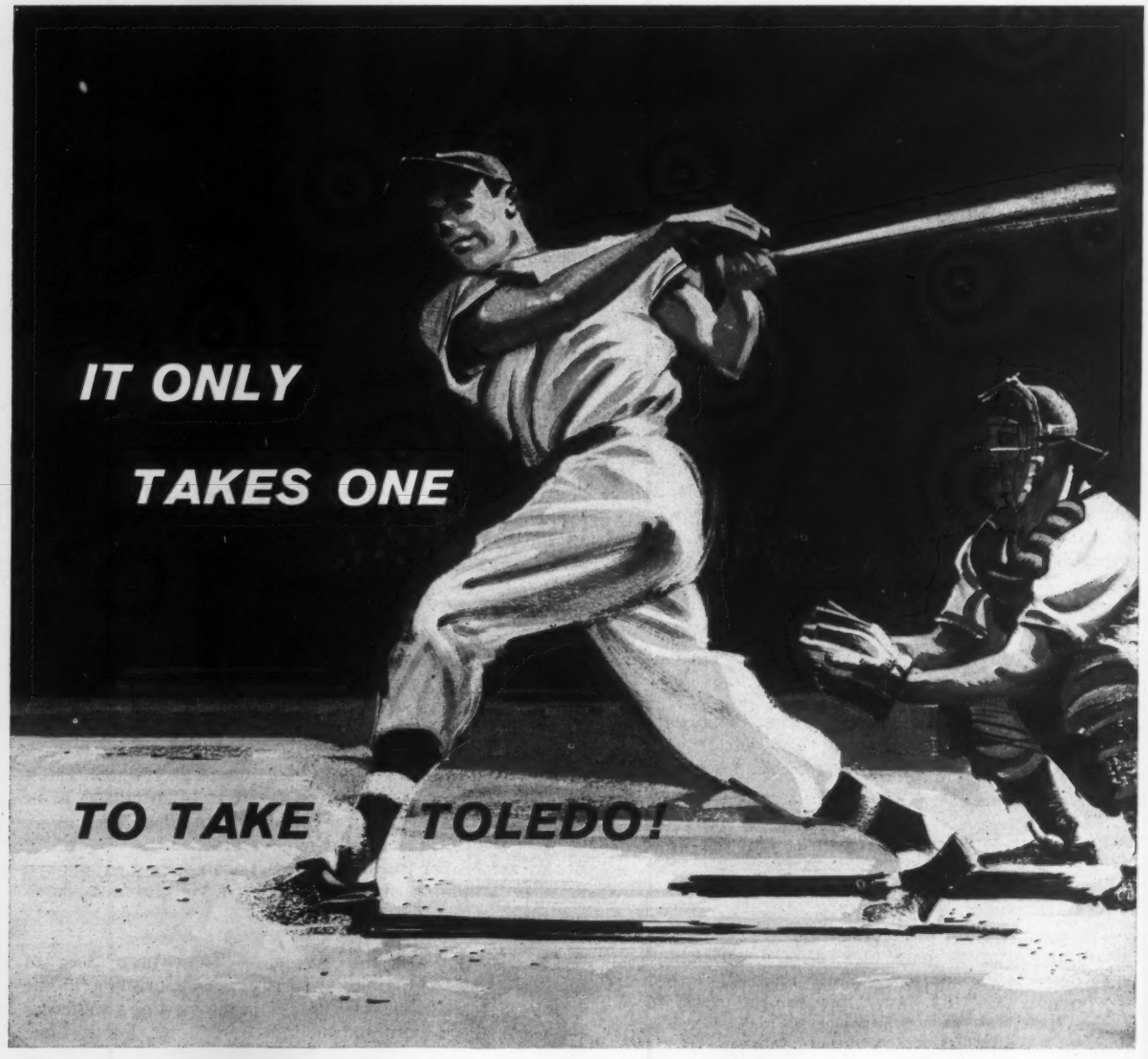
AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



The solid dominance of WSPD is all it takes to score in Toledo radio. The entire Toledo market looks to SPeeDy as the station with the top programming, personalities, news presentation, and public interest services—and has looked to it for 37 years! Advertisers have found that to reach the Toledo market, they must have the sales power and dependability of WSPD, the radio station that has *more audience at all times* than the next two Toledo stations combined. In planning your campaign, be sure SPeeDy is lead-off in the lineup!

"Famous on the local scene"

WSPD SPeeDy

NBC RADIO in TOLEDO

National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., N. Y. • 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

Storer Radio

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami

at deadline

MAJOR SPECTRUM STUDY FACES HOUSE TODAY

House Commerce Committee Friday unanimously reported out SJ Res 106, with White House amendment, establishing five-man commission to "investigate the allocation, management and control of radio and television frequencies (see earlier story, page 51)."

Measure, as introduced by Sen. Charles Potter and approved by Senate [GOVERNMENT, July 14], originally was limited to study of government-allocated (principally military) spectrum. Scope was expanded to include all frequency space after Office of Civilian & Defense Mobilization last Tuesday sent committee amendment suggested by White House. Also provided for in amended version is study of FCC administration of Communications Act.

House leaders plan to bring measure up on floor today (Monday) under suspension of rules calendar, making two-thirds majority mandatory for passage. If House approves measure, differences in Senate-passed version must be reconciled before bill can go to White House for President's signature.

Commerce Committee attached second amendment authorizing President to appropriate emergency funds for use of proposed commission, which would be required to report back to President and Congress within six months after members had been duly appointed and qualified. President would appoint two members, vice president one, speaker one and chairman of FCC one.

In Friday letter to Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, Electronic Industries Assn. said it is "thoroughly in accord" with White House amendments. EIA also offered to cooperate with commission by making available "the knowledge and experience of the electronics industry."

Allocations Turnabout ..... AN EDITORIAL

The revised spectrum analysis bill rushed through the House Commerce Committee last Friday with the endorsement of both President Eisenhower and the FCC, is potentially more dangerous to the future of television and fm broadcasting than any measure ever proposed, short of government ownership.

Whereas the original Potter Bill, reported favorably by the Senate a fortnight ago, provided for a study of government (military) use of the spectrum, particularly the scarce vhf area, the revised measure completely reverses the emphasis. The title of the House Committee approved measure tells the story: "Joint Resolution to Establish a Commission to Investigate the Allocation, Management, and Control of Radio and Television Frequencies."

The turnabout was an adroit maneuver obviously contrived by the military and channeled through the Office of Civilian & Defense Mobilization, which functions under the President. The FCC, evidently without realizing the full import of the OCDM amendments, quickly gave its assent last Wednesday because the pressure is on for action at this session, which has about two weeks to go. The high level commission created by the bill conceivably could find that tv and fm are not making maximum use of existing allocations and that the military needs more space, underscoring persistent reports that it covets tv channels 2-6. And it could well determine that a new kind of Commission is needed to "manage" and "control" all allocations. That would spell the end of FCC.

The bill still must go to the House floor. Questions should and will be asked. Then there still would be the Senate and House conferees who would have to reconcile differences between the House and Senate measures. The stakes are too big to allow the revised bill to slip through in the rush toward adjournment without a thorough understanding of its ultimate effect. There are nearly 43 million tv set owners and millions of fm set owners to be considered along with the nation's tv and fm broadcasters.

Cigarette Ad Bill Offered

Cigarettes will have to be branded for tar and nicotine content if bill introduced in House of Representatives ever becomes law. HR 13,602, introduced last week by Rep. John Blatnik (D-Minn.), has these provisions: (1) if cigarette advertising uses word "filter," tar in smoke must not exceed 11 milligrams per each regular size when tested by chloroform-extraction method, or at rate fixed by Federal Trade Commission in other test methods; (2) cigarette package must indicate nicotine and tar content of total number of cigarettes in package; (3) FTC is authorized to inspect, analyse and examine all cigarettes; (4) Surgeon General of U. S. authorized to make federal grants on matching basis to states to inform and educate children in "harmful effects of tobacco and tobacco products."

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

NEWCOMER • Two products, one new to network television, about to sign for several shows. Newcomer, Du Pont's Fiber division, through BBDO, N. Y., planning to put about $3 million into participations in *Steve Allen Show* and *Today* on NBC-TV and Doug Edwards newscasts on CBS-TV. Other advertiser, Sandura Co. (floor coverings), Philadelphia, through Hicks & Greist will participate in three NBC-TV shows: *Price is Right* (daytime version), *County Fair* and *Jack Paar Show*.

COASTING • Mercury-Edsel-Lincoln Div. of Ford Motor Co. has "no plans at present" for any radio or tv (network or spot) this fall, an Edsel advertising spokesman told BROADCASTING Friday. He acknowledged there is no budget for broadcast media now, but situation could change "if something really good comes along." Division has been considering network "specials" after relinquishing alternate-week sponsorship of NBC-TV's *Wagon Train* to parent Ford Motor Co. [ADVERTISERS & AGENCIES, June 30] but apparently has abandoned idea.

CIRCUMVENTION • Clark Oil & Refining Corp., regarded as phenomenally successful Midwest operation built almost solely by saturation radio, is raising eyebrows by buying spot schedules direct from stations, avoiding usual 15% commission. While much of its radio (Braves baseball and Chicago three-station schedule) is through Mathisson & Assoc., Milwaukee, petroleum firm has been buying other markets on own, using Greenfield Land Co., wholly owned subsidiary, as "middle man," according to stations. In Chicago, spot business on WBBM and WMAQ was funneled, however, through CBS Radio and NBC Radio Spot Sales, respectively, with Mathisson getting credit for this plus Clark's schedule on WIND (Westinghouse).

WJBW New Orleans Sold

Station sale announced Friday subject to usual FCC approval: **WJBW New Orleans, La.** • Sold by Mrs. Louise C. Carlson to Tarlow Assoc. for $175,000. Tarlow Assoc., comprising Sherwood Tarlow, Joseph Kruger and Allan Roberts, already owns WHIL Medford and WARE, Ware, Mass.; WHYE Roanoke, Va.; WWOK Charlotte, N. C. Mr. Tarlow owns also WLOB Portland, Me. WJBW is 250 w fulltime on 1230 kc. Broker: Paul H. Chapman Co.

at deadline

SENATE UNIT CANCELS SPORTS BLANK CHECK

Congressional action on bill to exempt professional sports from antitrust laws is unlikely this session as result of Senate Judiciary Antitrust Subcommittee action late Friday. Subcommittee headed by Sen. Estes Kefauver (D-Tenn.) tabled bill (HR 10378, S 4070), amounting in effect to death sentence (see early story page 52).

Four weeks of hearings on measure wound up Thursday. In last fortnight broadcasters have sent subcommittee large number of letters and telegrams in opposition to antitrust exemption. Commercial sports interests would have been given wide-open freedom to impose broadcast blackouts with no fear of litigation or prosecution under antitrust laws. NAB strongly opposed legislation last week in appearance before subcommittee.

If usual Senate procedures prevail, tabling of sports bill effectively kills it for this session of Congress. Parent Judiciary Committee or Senate as whole could pull bill out of subcommittee for consideration but this procedure is rare, especially near end of Congressional session. Sen. Everett M. Dirksen (R-Ill.), member of subcommittee, told newsmen bill had been tabled. Action apparently was based on fact that with adjournment due soon there wasn't enough time left to draft substitute bill including proposed amendments.

Motion to table bill was made by Sen. Joseph C. O'Mahoney (D-Wyo.), who has been critical of blank-check exemption during hearings. Supporting him were Chairman Kefauver; Sens. William Langer (R-N. D.) and Alexander Wiley (R-Wis.). Opposing move to table bill were Sens. John A. Carroll (D-Colo.) and Dirksen. Sen. Thomas C. Hennings Jr. (D-Mo.) was absent.

FCC Rebukes Four Stations In NAM Identification Case

FCC told four tv stations they were remiss in not identifying "Kohler strike" news films of March Senate Labor Committee hearings as sponsored or furnished by National Assn. of Manufacturers [GOVERNMENT, June 9].

Letters from Commission, made public Friday, went to KSTP Minneapolis-St. Paul, WDAY-TV Fargo, KFYR-TV Bismarck and KMOT-TV Minot, last three all N. D. KSTP-TV broadcasts were picked up by WDAY-TV over private intercity relay facilities, with WDAY-TV in turn feeding KFYR-TV and KMOT-TV.

Gist of 4½-page communication to KSTP-TV was that station carried film summaries of controversial labor hearings without identifying them as having been furnished by NAM. Station carried six-days of Labor Committee hearings film summaries as regular news item, KSTP-TV officials told Commission in answer to inquiry last June, in belief subject was legitimate news not "discussion of public controversial issue."

Commission emphasized that licensee must use "reasonable diligence" in determining who is furnishing material for broadcast in order to make full disclosure to public.

Uhf Change Stayed

FCC Friday on own motion stayed effective date of July 18 action modifying assignment of WXTV(TV) Youngstown, Ohio, from ch. 73 to ch. 33; moving ch. 73 from Youngstown to Pittsburgh, Pa. Comr. Ford did not participate.

Duopoly Danger Cited

FCC remained adamant about potential duopoly problem in $200,000 sale of KLAN Renton, Wash (in Seattle area), to Mesabi Western Corp., announcing Friday it had denied request for reconsideration of McFarland letter and designated sale for hearing [GOVERNMENT, July 28]. Some 80% of Mesabi stock held in trusteeship for family of William E. Boeing Sr. by Pacific National Bank of Seattle, of which Mrs. A. Scott Bullitt and Dietrich Schmitz are directors. Mrs. Bullitt is controlling stockholder of KING stations in Seattle; Mr. Schmitz owns 0.521% of KIRO Seattle. Thus possibility of duopoly violation. Chairman Doerfer and Comr. Craven dissented to latest action, as they had to original McFarland letter.

PEOPLE

DR. ELMER W. ENGSTROM, senior executive vice president and director of RCA, elected to NBC board of directors Friday. It's understood he will succeed on NBC board **JOSEPH V. HEFFERNAN,** NBC financial vice president, who's resigning to return to private law practice in New York [CLOSED CIRCUIT, July 28].

RAYMOND A. KLUNE, former production manager for 20th Century-Fox and other motion picture studios, appointed general manager of MGM Studios as successor to **E. J. MANNIX,** MGM executive in that capacity who is resigning but will act in advisory post.

CARLOS F. MONTANO, sales manager of KOOL Phoenix since last May, promoted to station manager. Before joining KOOL Mr. Montano managed KNOG Nogales, Ariz., and before that operated his own advertising agency in Phoenix.

DAN KEOUGH, formerly of KLOQ Yakima, Wash., joins KVAS Astoria, Ore., as station manager.

LES HARRIS, formerly national sales coordinator for ABC-TV owned and operated stations, named coordinator and general supervisor for syndicated program sales of National Telefilm Assoc., N. Y.

HOWARD MAGWOOD, president, Screen Directors International Guild, announced resignation Friday (Aug. 1) as vice president, Sound Masters Inc. and National Educational Films. Future plans were not disclosed.

DR. EDUARD H. GROSSE, BBDO Research Dept., to project research director, Ogilvy, Benson & Mather, N. Y.

HOWARD S. WESSON, formerly with Paul Clemter & Co., Newark, N. J., advertising Agency, named copy supervisor at Erwin Wasey, Ruthrauff & Ryan, N. Y. **DAN J. DUFFIN,** manager of client public relations for EWR&R in Phila., appointed to same post in agency's N. Y. office.

STEERE MATHEW, coordinator of traffic for NBC, retired Aug. 1 after completing 30 years of service with NBC.

NTA FILM NETWORK CLAIMS FOUR SALES

Sales contracts have been signed with several major national advertisers who are investing about $4.5 million to sponsor four programs on NTA Film Network on 115 stations for 13 weeks, starting Oct. 6, it was announced today (Aug. 4) by Ely A. Landau, board chairman of NTA.

Identities of sponsors are being withheld for several days, Mr. Landau said, until advertisers concerned have notified their sales organizations of their advertising plans.

Announcement of sponsorship followed wave of speculation in recent months about NTA Film Network's operation for fall. There had been several reports of advertisers signing with network, which later did not materialize.

Mr. Landau reported that confirmations of sale which he announced have gone out to all 115 stations.

Programs to be carried on NTA Film Network are: *How to Marry a Millionaire*, half-hour series based on motion picture of same name and produced by 20th Century-Fox Corp.; *Man Without a Gun*, half-hour series produced by Fox and centering around western newspaper; *This is Alice*, half-hour series, produced by Desilu Productions, which features an impish youngster who becomes involved in "impossible" situations, and *The Tv Hour of Stars*, rerun programs of hour-long dramatic presentations produced by Fox and Warner Bros.

NTA Film Network is owned jointly by NTA and 20th Century-Fox (50% each), with NTA retaining operational control.

$475 WEEKLY GETS YOU COMPLETE STATION CIRCULATION VIA 54 ONE-MINUTES on LOVELIER, LIVELIER

WHK

the **WNEW** *of Cleveland*

...now featuring THE FIVE WITH A FLAIR
for entertaining...for selling

Ernie Anderson

Tom Brown

Jack Denton

Pete Myers

Earle Jerris

details from
BUD SIMMEN, General Manager
or BOB EASTMAN

WHK is a division of METROPOLITAN BROADCASTING CORPORATION

go *with the news*

...BEFORE IT BECOMES HISTORY

first

Newsman of his day, the community Town Crier was looked for, listened to — and *believed in*. Today, the same respected function of helping to keep a community informed is being performed by the hard-working television newsman and his staff... Storer Broadcasting television newsmen have a facility for assembling the news fast and accurately, then presenting it in the most interesting way possible. This recognized talent has been a distinct benefit to advertisers who have taken advantage of the prestige and audience loyalty gained by the Storer "Town Criers" in their markets.

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

JIM UEBELHART
18 years of newscasting . . . first-hand knowledge of world affairs
WSPD-TV
Toledo

JIM RUDES
Thorough knowledge of international and national events
WSPD-TV
Toledo

BILL CHARLES
Specializing in local events and news
WSPD-TV
Toledo

JAC LEGOFF
Michigan's number one TV news personality
WJBK-TV
Detroit

DICK GRAHAM
On the air with the latest news
WVUE-TV
Wilmington-Philadelphia

GARY GEERS
Newscasting right off the wires in the news room
WVUE-TV
Wilmington-Philadelphia

KEN ARMSTRONG
News and weather seven nights a week, 11:15 pm
WJW-TV
Cleveland

DOUG ADAIR
6:30 - 6:45 pm
City Camera with rapid-fire news of Cleveland
WJW-TV
Cleveland

JIM DONEY
One of the highest rated shows in the market . . . 11:00 Sat. and Sunday evenings
WJW-TV
Cleveland

Storer town criers of Television

WARREN GUTHRIE
Ohio's outstanding news man featured on "Sohio Reporter," 11:00 pm Monday - Friday
WJW-TV
Cleveland

PAUL RAYMON
Covers the news at 6:30 and 11:00 pm
WAGA-TV
Atlanta

BOB MANN
Weekday local news at 1:05 pm
WAGA-TV
Atlanta

DICK SWANSON
Senior staff member weather news each evening at 6:35
WAGA-TV
Atlanta

ED BLAIR
With 13 years of experience, one of the most respected newscasters in Atlanta
WAGA-TV
Atlanta

SKIP THOMAS
News at 6:35 pm week days and 6:00 pm Sundays
WAGA-TV
Atlanta

WSPD-TV Toledo · **WJW-TV** Cleveland · **WJBK-TV** Detroit · **WAGA-TV** Atlanta · **WVUE-TV** Wilmington-Philadelphia

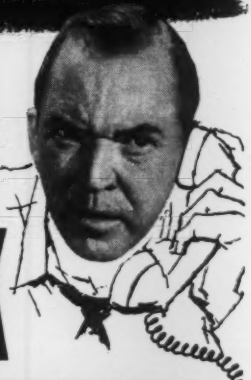
STORER BROADCASTING COMPANY

Storer Broadcasting Company

WSPD Toledo · **WJW** Cleveland · **WJBK** Detroit · **WIBG** Philadelphia · **WWVA** Wheeling · **WAGA** Atlanta · **WGBS** Miami

PHONE NOW!
MARKETS
SNAPPED UP
EVERY DAY!

NEW
YORK
CONFIDENTIAL



starring
LEE TRACY

Produced on location! Most fabulous city in the world! Never before filmed for local market television!

D-X Sunray Oil Co. buys big midwest regional! Schaefer Beer! Pabst! CBS in New York! KTTV! Triangle! Westinghouse! Storer! Meredith!

Choice markets still available! Phone now! – PLaza 5-2100

Television Programs of America, Inc.
488 Madison Avenue • New York 22

Wire or phone Michael M. Sillerman, Exec. V.P., collect today for your market!

TPA

TODAY IS OURS

This is the sort of soap opera a viewer can attend on an occasional basis and still enjoy.

There ought to be someone in the NBC-TV cast for nearly everybody in the afternoon audience to identify with. The personae include a divorced wife working as an assistant high school principal and bringing up a son, her ex-husband and his new wife, his new father-in-law, assorted schoolteachers, mothers, beaux and others.

Cast and cameras, backed up by credible writing and smooth production make this an interesting entry. Of course, it helps if a viewer can forget that this and its companion drama replace *Matinee Theatre*.

Production costs: Approximately $25,000 weekly.

Sponsored by Sterling Drug through Dancer-Fitzgerald-Sample, Procter & Gamble through Benton & Bowles and Whirlpool through Kenyon & Eckhardt. On NBC-TV Monday-Friday, 3-3:30 p.m. EDT. Started June 30.

Producer: Robert M. Rehbock; director: Walter Gorman; writer: Julian Funt.

FROM THESE ROOTS

The Frasers of Stratfield, U.S.A., are an interesting sociological study. Classes and callings of the family and friends include editors, farmers, writers, mill foremen, bankers, doctors and maiden aunts. There are wise old heads, middle-aged members of the family and rebellious grandchildren, all revolving about Ben Fraser, head of the family and editor of the town newspaper. The abandon with which the character types have been thrown together strains the limits of credibility.

Still their battles with life—love, bills and mortgages—help while away an afternoon. Reviewers have been thoughtfully provided with copies of the Fraser family tree. The occasional viewer probably would appreciate a copy too.

Production costs: Approximately $25,000 weekly.

Sponsored on NBC-TV Monday-Friday, 3:30-4 p.m. EDT, by Procter & Gamble through Benton & Bowles and Alberto-Culver Co. through Geoffrey Wade Adv.

Producer: Don Wallace; directors: Joseph Behar and Paul Lammers; assistant director: Paul Freeman; writers: John Pickard and Frank Provo.

THE QUIZZES

Continued

More varieties of the tv quiz [IN REVIEW, July 28] to be seen blooming in network gardens this summer:

ESP

For sheer boredom, viewers will have to go a long way to beat the original format of *ESP*. Billed as a "scientific experiment" in extrasensory perception, the half-hour offering is a model of simplicity, in contrast to other quiz newcomers.

Under the old *ESP* format, which producers promised to change after two weeks, m.c. Vincent Price (who gained his training in the isolation booths of *$64,000 Challenge*) would deal out three cards from a pack numbered one to 10, and Jack, Queen, King. Two contestants, through supposed exercise of their ESP powers then attempt to name the cards. The so-called "experiment" completely misses the boat, and ends up a mere guessing game.

The show stands to benefit from the announced intention to inject dramatic sketches and eliminate competition from the extrasensory tests, while retaining cash prizes.

Production costs: Approximately $14,500.

Sponsored by Chesebrough-Pond's through McCann-Erickson, on ABC-TV Friday, 9-9:30 p.m. EDT. Started July 11.

Creator-Producer: George Wolf; producer: Leo Morgan; director Lou Sposa.

Dotto

Dotto is the Chevrolet of the quiz shows. Streamlined and quick-moving, it is not so expensive as *Twenty-One* (the Cadillac of the quizzes) nor so intellectual as *The $64,000 Question* (the Jaguar). Rather, it whizzes through 30 minutes of questions, dashboard gimmicks, contestants and emceeing calculated to entertain the mass audience. Jack Narz is in the great tradition of effervescent tv m.c.'s who fizz all over the tube. The program derives its name from large pictures formed by dots which are joined as the contestants answer elementary school queries correctly. Everybody seems to enjoy himself tremendously, particularly the audience, which sounds like a fight crowd at Madison Square Garden.

Production costs: Approximately $25,000.

Sponsored by Colgate-Palmolive Co. through Ted Bates & Co. NBC-TV, Tues. 9-9:30 p.m. EDT. Started July 1.

Producer: Ed Jurist; director: Jerry Schnur; announcer: Ralph Paul; created by Al Schwartz and Snag Werris.

Lucky Partners

It's getting so it almost takes a Univac to follow these things, as great boards full of numbers flash on and off, quizmasters tell you to check your dollar bills for the lucky numbers and reel off questions to studio contestants under a complicated number-letter system. *Lucky Partners* has above-standard parimutuel equipment and prizes, all properly plugged by the announcer and caressed by the quiz handmaidens. Quizmaster Carl Cordell feeds questions to the studio partners and interest is sustained through the prize montages by a system of continuous viewer participation and by fairly elaborate production. The theatre-in-the-round setting is impressive.

Production costs: Approximately $12,000 weekly.

Sustaining on NBC-TV Monday-Friday, 2-2:30 p.m. EDT. Started June 30.

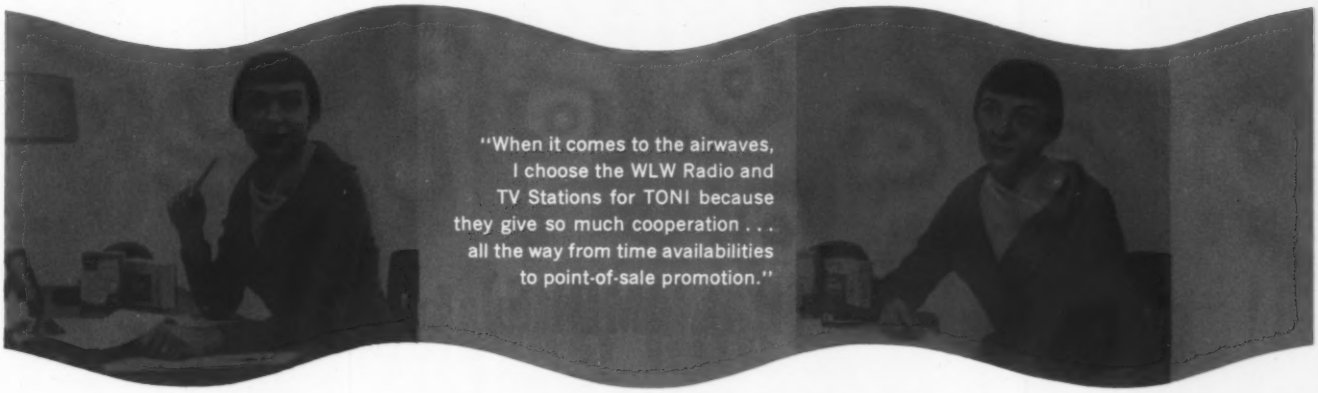
Executive producer: Martin Stone; producer: Carl Jampel; associate producer: Leon Newman; director: Dick Schneider; announcer: Fred Collins.

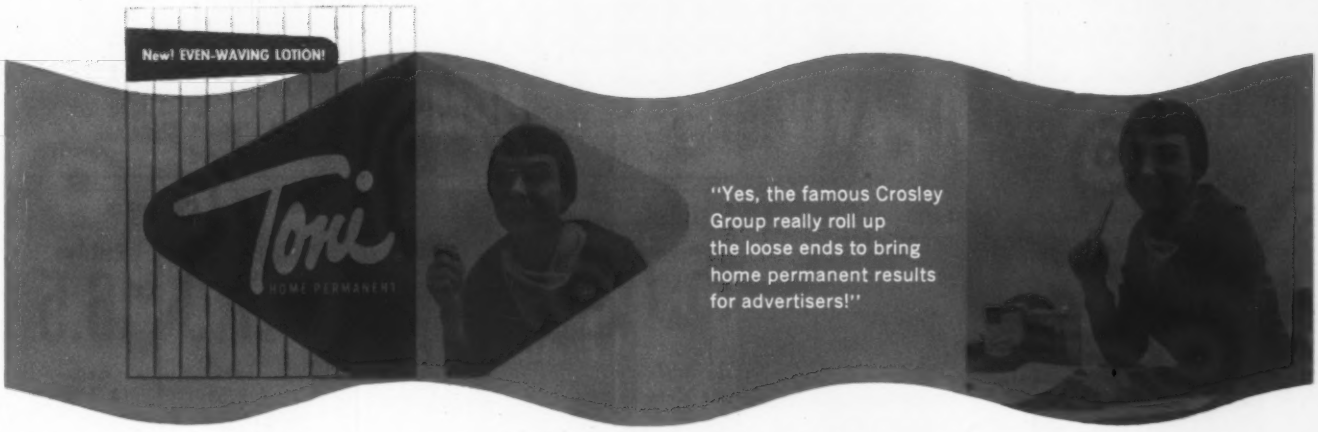
Play Your Hunch

The practiced team of Mark Goodson-Bill Todman in producing *Play Your Hunch*

Interview: Armella Selsor

North Advertising Media Supervisor, Armella Selsor, tells why she selects WLW Radio and TV Stations for "even-waving" TONI Home Permanent


"When it comes to the airwaves, I choose the WLW Radio and TV Stations for TONI because they give so much cooperation . . . all the way from time availabilities to point-of-sale promotion."


New! EVEN-WAVING LOTION!
Toni
HOME PERMANENT
"Yes, the famous Crosley Group really roll up the loose ends to bring home permanent results for advertisers!"

Armella Selsor, Media Supervisor for Toni, Deep Magic, Adorn, Thorexin. North Advertising, Incorporated Chicago

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati · WLW-C Television Columbus · WLW-D Television Dayton · WLW-A Television Atlanta · WLW-I Television Indianapolis

WLW Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

An astounding fact!

MGM RE-RUNS TOP FIRST RUN RATINGS...

and WJZ-TV (BALTIMORE) *proves it !!*

First Run		Re-Run
13.0 Wed. 9/11/57 Early Show ARB	MGM's LASSIE COME HOME	14.8 Sat. 3/1/58 Early Show ARB
First Run		Re-Run *
15.7 Tues. 11/8/57 Late Show ARB	MGM's MRS. MINIVER	Part One: 17.9 (Tues. 4/8/58) | Part Two: 16.5 (Wed. 4/9/58) Early Show ARB
First Run		Re-Run *
24.9 Fri. 12/6/57 Late Show ARB	MGM's THEY WERE EXPENDABLE	Part One: 26.0 (Sun. 3/2/58) | Part Two: 26.2 (Mon. 3/3/58) Early Show ARB
First Run		Re-Run *
22.7 Thurs. 9/10/57 Late Show ARB	MGM's 30 SECONDS OVER TOKYO	Part One: 21.6 (Wed. 12/4/57) | Part Two: 23.6 (Thurs. 12/5/57) Early Show ARB

* MGM's longer features are shown on WJZ's Early Show in two installments — therefore, the two-part rating.

Great news for TIME BUYERS

WJZ-TV offers you Baltimore's best buy in early or late evening minute spots . . . participations in M-G-M's great-rated features. For a cost-per-thousand story that can't be beat, contact your Blair-TV man now!

Great news for STATION OWNERS

If you're considering the purchase of a major studio feature library, remember M-G-M not only offers you the over-all selection of the finest motion pictures ever made . . . but also offers you documented proof that its films RATE GREAT in first runs, and re-runs, too! Contact MGM-TV today for full details.

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED
Richard A. Harper, General Sales Mgr.
1540 Broadway, New York 36, N.Y.
JUdson 2-2000

How Do Re-Runs Rate?

MGM RE-RUNS RATE GREAT!...

and OMAHA'S WOW-TV proves it!!

Attention... TIME BUYERS

WOW-TV offers you Omaha's best buy in night-time minute spots . . . participations in M-G-M's *great-rated* features. For a cost-per-thousand story that can't be beat, contact your Blair-TV man now!

Attention... STATION OWNERS

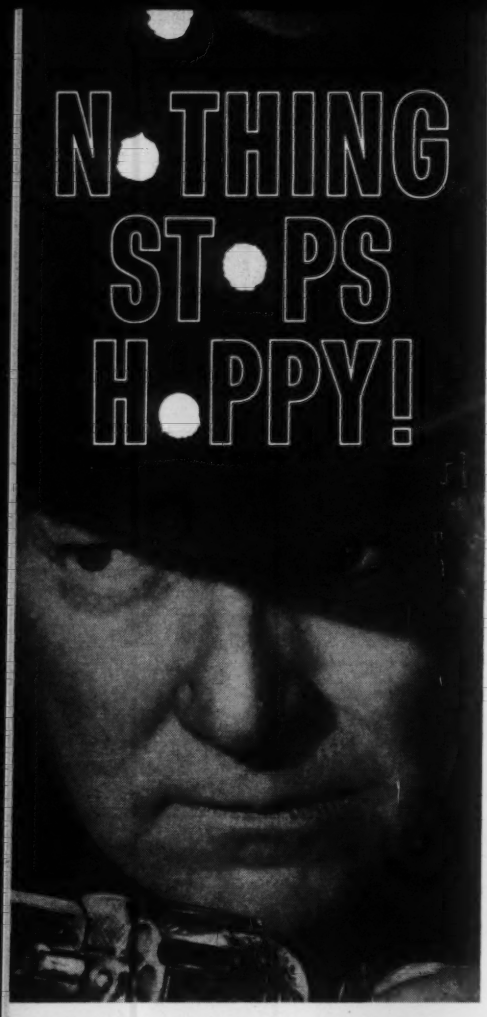
If you're considering the purchase of a major studio feature library, remember M-G-M not only offers you the over-all selection of the finest motion pictures ever made . . . but also offers you documented proof that its films RATE GREAT *in first runs, and re-runs, too!* Contact MGM-TV today for full details.

FIRST RUN		RE-RUN
15.3 SAT. 2/9/57 10:45 P.M. ARB	M-G-M's VIVA VILLA	14.7 FRI. 11/15/57 11 P.M. ARB
13.7 WED. 11/13/57 10:45 P.M. ARB	M-G-M's GASLIGHT	24.2 SAT. 11/23/57 10:15 P.M. ARB
27.4 WED. 2/6/57 10:15 P.M. PULSE	M-G-M's JOHNNY EAGER	9.6 FRI. 2/14/58 11 P.M. ARB
17.7 FRI. 12/6/57 11 P.M. PULSE	M-G-M's THE POSTMAN ALWAYS RINGS TWICE	16.1 SAT. 12/21/57 10:15 P.M. ARB

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED

Richard A. Harper, General Sales Mgr.
1540 Broadway, New York 36, N. Y.
JUdson 2-2000



Half-hour or hour format, first or umpteenth time around, Hopalong Cassidy is unstoppable, no matter how you figure it!

RATING (ARB '58, 1st half-year):
Fresno—19.4.
Huntington—24.0. } All sixth run!
Johnstown—31.9.

SHARE (ARB '58, 1st half-year):
First run in Knoxville—79%.
Sixth run in Minneapolis-St. Paul—82%.
Nineteenth run in New York—32%.

AUDIENCE GAINS (ARB '58 over comparable '57):
Indianapolis—up 90%!
Baltimore—up 113%!
Spokane—up 114%!

CPM VIEWERS ('58 ARB, SRDS rates, TV Magazine set count):
Half-hour: Baltimore $.48;
Johnstown $.22; Detroit $.48!
Full hour: Boston $.62;
Minneapolis-St. Paul $.58; St. Louis $.34!

If you have any questions, shoot!

VICTORY PROGRAM SALES
a division of CALIFORNIA NATIONAL PRODUCTIONS, INC.

IN REVIEW CONTINUED

are getting new mileage out of an honored tv game of multiple choice questions with theatrical appeal. A trio of mustachioed gentlemen is introduced and two married couples playing against each other are asked to say whether Gentleman X, Y or Z is sporting a real mustache. Similar choices are given in questions using objects instead of people. The idea has been seen time and again on other shows, notably *People Are Funny*, but it's still entertaining tv. *Play Your Hunch* also benefits from the Merv Griffin m.c. personality.

Production costs: Approximately $25,000. Sustaining on CBS-TV Monday-Friday, 10:30-11 a.m. EDT. Started June 30.

SEEN AND HEARD

Mutual Broadcasting System is topping the Sunday tv panel producers' hands and shooting for headlines daily with its *Capital Assignment*. The 25-minute radio show uses Washington newspapermen in interviews tape-recorded on their beats. Cabinet members, senators, Bernard Goldfine's attorney —anybody who's making Washington news can be drawn out in some depth on the show, which presents several interviews each evening. The announcer's resume of headline-type disclosures after each interview is neatly done. It adds up to a real contribution and a big promotional value. But the value of the newspapermen's skill on the beat is offset in some cases by a lack of skill before the microphone.

The latest commercial pitch by Brown & Williamson on behalf of Viceroys is that it has a "thinking man's filter . . . a smoking man's taste," which is a commendable, albeit frightening switch of copy platforms. The Ted Bates copywriters, resting from their weary toils as filter-trap counters, now are insinuating that people indulging in competing brands just aren't all there and probably trip old ladies crossing the street. There aren't many editors around who raise orchids on weekends nor symphony conductors who lay bricks after dropping their batons. But there are a lot more smokers around who prefer to use matches rather than their heads to light up. Mr. Copywriter, sit back and have a Viceroy. It might be un-American not to do so.

BOOKS

A GUIDE TO YOUR TELEVISION APPEARANCE, by Robert C. Diefenbach, published by the author, 4819 Leland St., Chevy Chase 15, Md. 20 pages. $1.

This is brief, businesslike and attractively illustrated advice by a member of the WRC-TV Washington studio operations staff. There is quick coaching on what to wear, what to do about makeup, movement, voice levels, prompting, cueing and how to get along with the camera. The *Guide* comes heavily laden with endorsements by national chairmen of the two political parties and producers of several network public affairs panel shows. National party committees are distributing copies nationally. The missionary work may result in an improved political picture this election season.

OPEN MIKE

Top 40 (continued)

EDITOR:

The ruckus that is being raised anent the NBC Timebuyers Poll has the profession sitting on the sidelines chuckling. What a tempest! And to think that so far no timebuyer has been consulted.

First of all many stations have learned the hard way that not all timebuyers are obtuse. They can smell a loaded poll as well as a rigged station rating.

The so-called modern stations made a determined effort to achieve high ratings when they realized many timebuyers were forced to buy by the numbers. (This is not as prevalent as it was a year ago.) So they did everything in their power to gimmick up their stations with treasure hunts, license numbers, giveaways of sundry sorts, etc., and then proceeded to use overloaded on-the-air station promotions between music and news ad nauseum.

Sure they added to their stations' listening audience. We do not decry the music they play as much as we do the singing station promotions, augmented with echo chamber efforts, klaxon cries and other devices, all usually punched up well over the usual sound levels accorded paid-for commercials.

A fate worse than death would be to force each modern station manager to listen to his own station 24 hours a day for seven consecutive days!

And not to obfuscate the issue—no one has yet come up with the sales-pull angle. The NBC poll honestly tried to bring out this factor, but so far it has been shoved aside and ignored as if it were not there. Ratings don't tell the sell story.

And after all, in this business, we're all working for one person—the sponsor who pays the bill who depends upon sales and more sales to help pay for the advertising which provides the revenues for station operations.

Evelyn R. Vanderploeg
Timebuyer
Arthur Meyerhoff & Co.
Chicago

Author, Fan Approve

EDITOR:

The wide circulation of your fine book was evident the day the July 21 issue came off the press—I received so many comments from my friends in New York and Chicago. I know that within the next day I shall be hearing from the West Coast.

James G. Cominos, V.P.
Needham, Louis & Brorby
Chicago

[EDITOR'S NOTE: Mr. Cominos is the author of "But Will They Like It in East Cupcake, Iowa?" which appeared in MONDAY MEMO, July 21].

EDITOR:

Congratulations on your "East Cupcake" MONDAY MEMO by James G. Cominos. It's basic and should be read by all who are responsible for building radio and tv shows. Reprints should be placed in the hands of all the "stars" who believe that impressing Broadway and Hollywood is the prime requisite for success.

Community radio stations have made

Twin City People Listen to . . . Attend . . . Appreciate Good Live Radio Broadcasts

"Standing Room Only!" The SRO sign went up early when Don McNeill's Breakfast Club show originated live from WTCN Radio—coast to coast to the American Broadcasting Network. Thousands of folks in the Minneapolis-St. Paul market flocked to attend. They came to see Don McNeill, broadcasting from the Twin Cities' fabulous Southdale suburban shopping center, through the facilities of WTCN.

Here's proof that Twin Cities people *listen* to WTCN Radio . . . appreciate WTCN Radio . . . and attend WTCN Radio's good live broadcasts.

In person — ABC's popular Don McNeill

new as tomorrow* WTCN *radio

MINNEAPOLIS • ST. PAUL

REPRESENTED NATIONALLY BY THE KATZ AGENCY
AFFILIATE, AMERICAN BROADCASTING NETWORK

*BIG RASCALS

APPEAL TO

EVERYBODY!

228% GREATER ADULT AUDIENCE THAN ITS NEAREST COMPETITOR!

— April, Nielsen
WRCV-TV, Philadelphia

BIG RASCALS on WRCV-TV, NBC affiliate in Philadelphia . . . the nation's 4th largest market, registered a 228% greater adult audience than its nearest competitor and a 144% greater adult audience than the COMBINED audience of the competition according to the April 1958 NSI report based on total homes.

* *BIG RASCALS . 133 RKO Comedies featuring Leon Errol.*

GUILD FILMS COMPANY, INC

460 PARK AVE. N. Y. 22, N. Y. MU 8-5365
IN CANADA: S. W. CALDWELL LTD., TORONTO

OPEN MIKE CONTINUED

great progress in recent years because they are programming for the "East Cupcake" audiences. Their managements and staffs live and work with the "down home" folks and know what appeals to them.

A general application of the good "horse sense" principles of Jim Cominos would react generally in much greater tune-in to radio and tv stations throughout this U.S.A.

George C. Biggar
President-Manager
WLBK De Kalb, Ill.

A Matter of Time

EDITOR:

Your account of the "Four-Year Tv Course Proposed by NYU" [STATIONS, July 21] is the sort of thing that makes the hair stand up on the necks of educators.

Here in Detroit we are of the strong opinion that only the lecture-demonstration portions of some college courses can be successfully transmitted by television. Courses such as seminars or give-and-take student-professor relationship courses simply aren't suited for the lecture technique.

The concept that you can complete a college curriculum on tv is one that is apt to destroy public faith in the use of tv as a tool for the teacher. This isn't education: it's college correspondence school.

[Moreover] it is our opinion that all of the students wishing to take part in such a college program cannot do so at 7 a.m. Many are free only in the evening, and we can't expect a commercial station to pry loose prime evening time for the benefit of a few thousand students and education-centered viewers. We supplement our commercial tv courses [on WJBK-TV Detroit] with more extensive presentations on ch. 56, Detroit's educational tv station. Enrollment in these courses was higher than enrollment on the commercial station, establishing beyond doubt that more people can take such courses at the times we were offering them

CONTINUED *on page 24*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name

title/position (occupation required)

company name

address

city zone state

Please send to home address— —

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HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt, Virginia Stricker

Toronto, 11 Burton Road, Zone 10, HUdson 9-2694
James Montagnes

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*Reg. U. S. Patent Office

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RCA-6166
The forced Air-Cooled Tetrode that made high-power VHF broadcasting practical

19,498 HOURS ON-AIR

...for a single tube

Transmitter Supervisor Willard Peterson (L) and Chief Engineer D. R. Taylor checking an RCA-6166

Says Chief Engineer D. R. Taylor of KOLN-TV about RCA-6166's:

"It may be of interest to you to know what tube life has been on the RCA-6166 tubes in our RCA TT-50AH transmitter. This transmitter was placed in operation about 3 years ago. One tube failed recently...after 19,498 hours of operation. It was one of the original tubes purchased with the transmitter...another RCA-6166 is still in service and has 16,514 hours to date. The average life for 18 tubes that have been removed from service is 9,297 hours. We are very pleased with this tube life."

KOLN-TV's rewarding experience with RCA-6166's is another outstanding example of the extended service that many television stations find possible to achieve with RCA power tubes—beyond "normal" tube life expectancy. This is the kind of performance that lowers your transmitter maintenance, minimizes transmitter "down-time"—and pays off in lower tube cost per hour of transmitter operation.

Your RCA Industrial Tube Distributor is "headquarters" for every RCA type of tube used in your station. See him for all your tube needs.

RADIO CORPORATION OF AMERICA
Electron Tube Division **Harrison, N. J.**

tommy

Tommy Hunter, eight years old, much like every other kid his age . . . except that he couldn't run, jump, and play quite as long as the others. Tommy had an inter-atrial septal defect—literally a "hole in the heart". Doctors said that without a delicate and dangerous operation he would probably live only half his normal life.

Tommy was wheeled into the Stanford University Hospital surgery at 9:15 on the night of June 23. By 10 PM the initial incision had been made and the chief surgeon was approaching the heart. Tommy's heart was open for 22 minutes while a "heart-lung" machine took over the function of maintaining blood flow through the body.

The operation had been performed many times at Stanford. This time there was one deviation from normal operating room routine.

The entire procedure was followed by three KPIX television cameras and 1,253,000 people in the San Francisco area. The powerful lens of one camera gave viewers an unobstructed view of the human heart, and for the next sixty minutes they followed every deft movement of the surgeons. They watched as the boy's blood was diverted by the heart-lung machine, and they saw the doctors perform the work of closing the hole in the heart with infinite skill and precision. By 11:25 the incision had been sewn up. At that time, as far as could be determined, the operation was successful. The program was over.

Then San Francisco exploded with interest, admiration, and praise. 98,000 congratulatory calls jammed the television station's switchboard, all papers in the Bay Area carried front page stories, Tommy got 5,000 get-well cards, reviewers hailed the program as one of the great moments in television. Recognizing the deep public sympathy for Tommy, radio and TV stations and newspapers carried bulletins on his progress for two weeks after the operation. Wherever you went in San Francisco, "Tommy" meant only one person.

This telecast happened because of a brave boy, because of even braver parents, because of a surgeon with the courage to put his reputation on camera, and because of a television station with unlimited conviction in the power of a medium and an abiding dedication to "programming in the public interest". As a result, a new respect has been gained for the miracles of modern surgery—and television. Many people who have been avoiding or deferring needed surgery because of the fear of the mysteries of the operating room have been inspired with a new confidence. An even greater number have found new reason for increasing their support of medical research organizations.

Tommy's fine. He's home now recuperating. Tommy Hunter will probably never fully realize how well he has served his community.

CIBA Pharmaceutical Products, Inc. sponsored the 90-minute telecast and reports a tremendously appreciative response. All told, their identifying messages took 50 seconds.

KPIX San Francisco

Channel 5

Westinghouse Broadcasting Company, Inc.

W B C

KLZ's done it again!

FIRST with listeners!

PULSE, JUNE 1958, SAYS KLZ HAS MORE "FIRST-RATED" PERIODS ALL WEEK LONG than all other Denver radio stations combined!

Do as other smart agencies and clients have been doing for years

PUT YOUR SELLING BUDGET ON THE DOMINANT STATION!

Phone your KATZ man or Lee Fondren in Denver

560 Kc **KLZ** *radio* DENVER

CBS FOR THE ROCKY MOUNTAIN AREA

ABOUT THE YEARBOOK

BROADCASTING has received scores of letters asking the whereabouts of the radio and tv YEARBOOKS. In answer: Beginning this year, both YEARBOOKS are being combined into a greatly expanded and improved single edition, scheduled for publication next month. The combined YEARBOOK will sell for $4. Current subscribers whose subscriptions include either or both of the two YEARBOOK issues will receive the new edition at no additional cost.

on the educational station than at the times available on commercial outlets.

Just how any university can hope to present a complete four-year program on tv, if indeed such a proposal has been considered, would seem most ambitious in the light of available time on commercial stations. If four courses are given each semester the first year, eight would be needed the second year to carry on the first year's students and take care of the new class. In five years (you'd need that many at the rate of four courses a semester) 20 courses a week would require tv time. Can commercial television meet these demands in New York and across the country?

W. T. Rabe
Public Information Director
U. of Detroit, Detroit

Figures in Question

EDITOR:

We'd like to correct what appears as an error possibly precipitated by hasty judgment on the part of TvB. The article in question appeared in the July 21 issue under the ominous heading, "Counterblast at ANPA Bureau Loosed by CBS Tv Spot, TvB." Specifically our argument concerns percentages contained in the following paragraph:

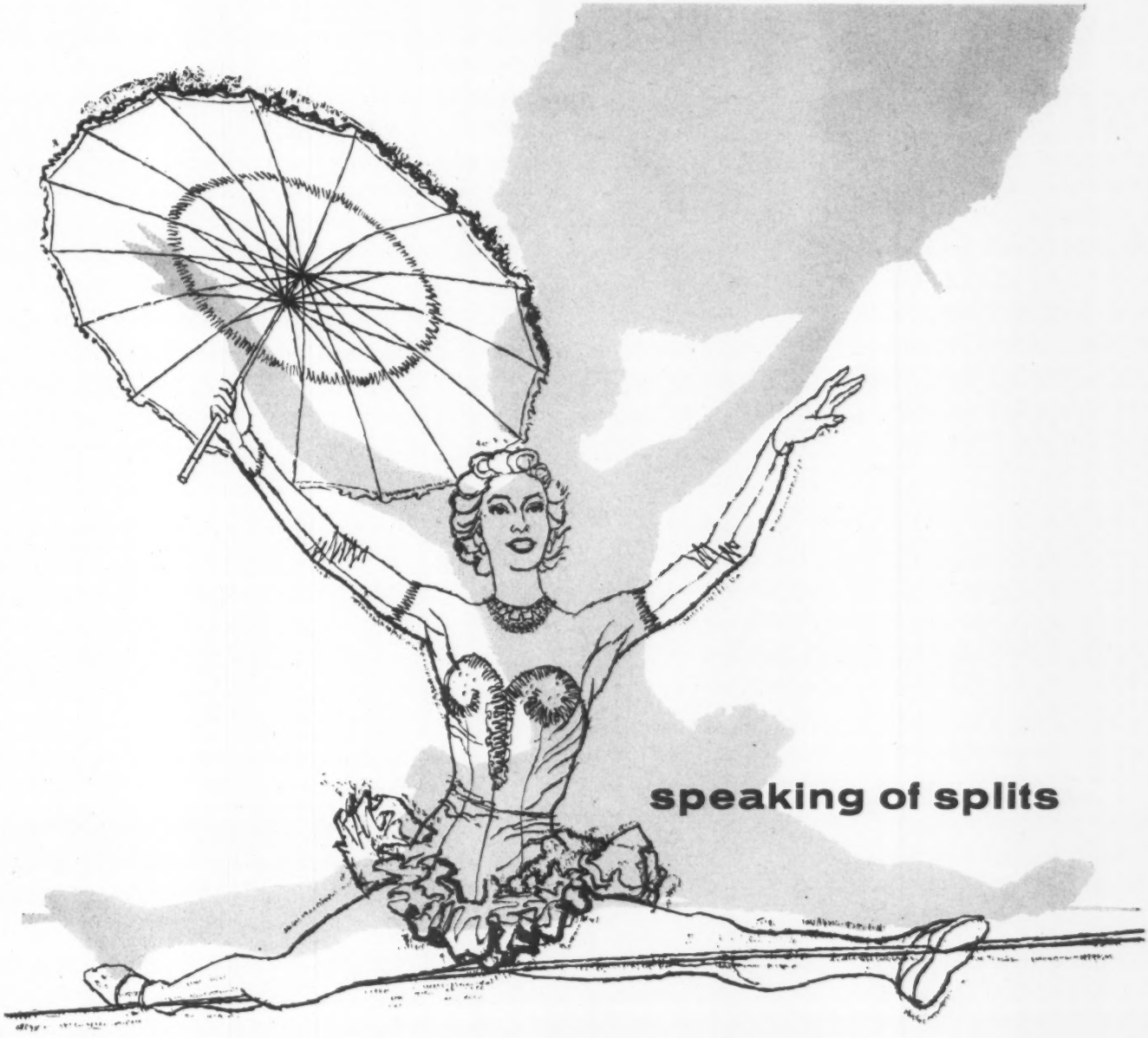
> Norman E. (Pete) Cash, TvB president, asserted the Bureau of Advertising's research "contradicts what anyone's seen before" in showing the average 500-line newspaper ad as seen by 25% of readers. Advertising Research Foundation's study of newspaper readership as well as Starch reports placed the figure at 13%, he pointed out.

TvB is wrong in saying we used "25% of readers." What we did was to use the most current readership figures which show that a 427-line ad has on the average a 15.5% noted readership. Then, in the interest of fair play and ultra-conservatism, we assumed that a 500-line ad would get at least 15% noted readership.

For the record, Starch reports that 15% of the *readers* of newspapers will note a 500-line ad. This amounts to 25% *of the individuals who observe anything on the page*, not to "25% of readers."

Perhaps Mr. Cash will be good enough to take a second—and longer—look at our figures. We're quite serious about them.

Howard D. Hadley
Research Vice President
Bureau of Advertising, ANPA
New York



Regularly throughout the day we cut our wires to feed in regional news. "Splitting the wire," we call it.

The more splits, and the longer they are, the more regional news.

United Press International gives you the longest splits and the most—22 on both weekdays and Sunday. They bring you an unmatched 7 hours and 10 minutes of regional news every day.

Our Broadcast News Timetable shows details. Would you like a copy?

United Press International

U·P·I NEWS PRODUCES

BROADCAST
TO
Oakland County
PONTIAC
MICHIGAN
A
CONCENTRATED
MICHIGAN AUDIENCE
WPON
serving
631,000
consumers
1st
IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS
music news sports

OUR RESPECTS

to Richard Harper Graham

Twenty years ago, one of NBC's programs was involved in an infringement suit. The charge was made that *Amos 'n' Andy*, probably radio's top program at the time, bore more than a coincidental resemblance to the blackface vaudeville act of Moran and Mack. Delegated to prepare the defense was a 26-year-old lawyer, Richard Harper Graham, who had joined RCA's west coast legal staff only a few weeks before. To young Mr. Graham this was a thrilling assignment, a chance to defend *Amos 'n' Andy* and perhaps to meet the originators of those characters in person. So he set to work with a will and he did his job so diligently that he convinced the attorneys for Moran and Mack they'd better forget the whole thing. The suit was dropped without ever getting to court.

Settling disputes before they get to court is still standard operating procedure with Dick Graham, who today is vice president for law, NBC Pacific Div. He also handles legal work for RCA on the West Coast and is a member of the board of directors of Hope Enterprises, of which NBC is half-owner. Preventive law, he says, is what his department practices. Its efforts are devoted to keeping NBC out of trouble and out of court. If, as sometimes happens, they are not successful in that endeavor, outside counsel is engaged to represent NBC in court.

A native Californian, born May 8, 1911, in San Diego, Dick Graham didn't get acquainted with his home state until quite a while later. His father, who was also a lawyer, took a flyer in the cocoanut business, which was centered in England, and moved his family there shortly after Dick's birth. There they stayed through the early years of World War I and when they returned to the United States in 1917 it was to Florida and not California.

Dick attended public grammar school in Jacksonville, Swanee Military Academy in Tennessee and in 1928 entered New York U. as an engineering student. With the depression, a pay envelope became more important than a college education and Dick quit school for a job as a laborer with a Louisiana oil company, although the post carried the glamorous title of "student engineer." A year later, the refinery closed down and Dick headed for New Orleans where he landed a job as driver for a laundry, with no fancy title attached.

Moving west to Los Angeles, Mr. Graham began his career in law as a messenger-clerk for O'Melveny & Myers, then—and now—one of the city's leading legal firms. Dick stayed there for five years, working days and in the evening attending Loyola U.'s law school. Graduated in 1936, he was admitted to the California Bar in 1937. Early the following year, he heard that Frederick Leuschner, west coast attorney for RCA, needed an assistant. Dick walked in cold and got the job.

When Mr. Leuschner died at 38 the day before Pearl Harbor, Richard Graham succeeded him and ran the office until 1943, when he was commissioned a lieutenant (j.g.) in the Navy and assigned to duty as industrial relations officer for the Naval aviation production program on the West Coast. The following year he was transferred to Washington, D. C., as administrative officer of the production division, Bureau of Aeronautics, where he served until his discharge with the rank of full lieutenant in 1946. He is now a lieutenant commander (ret.).

Then it was back to California and to the legal problems of NBC, which have kept him occupied ever since. Talent contracts and package production contracts for both live and film programs account for most of his activities on behalf of NBC, but he is also concerned with copyright, real estate, taxes and such matters, even to gas and oil leases. He keeps abreast of labor laws and proposals to amend them on the state level, although he is not as directly involved in union negotiations as he was before NBC established a labor relations department.

"Our main function—the main function of any house counsel—is to tell management how to achieve legally whatever it wants to do and to evaluate for management the consequences of not taking our advice," Mr. Graham sums it up. "We try to tell them how to do things, contrary to the way outside counsel acts, usually to tell them they can't do them."

An affable, courteous man who apparently finds it easier to smile than to frown, Dick Graham is adroit at avoiding publicity for himself and his department, a most untypical practice in the Hollywood area. Dedicated to his job, as he firmly believes any good corporation house counsel must be, he spends long hours in his office, rarely finding time to relax in his San Marino home, which he does best while listening to his extensive collection of operatic recordings.

The Grahams—she was Ethel Dale Stevens of Ogden, Utah, before their marriage in 1937—have two children, Holly, 13, and Alan, 12.

No joiner, Dick Graham limits his organizations to three: American Bar Assn., Los Angeles Bar Assn. and Los Angeles Copyright Society.

ACTION! ADVENTURE! DARING!

ZIV's THRILLING
NEW TV SERIES

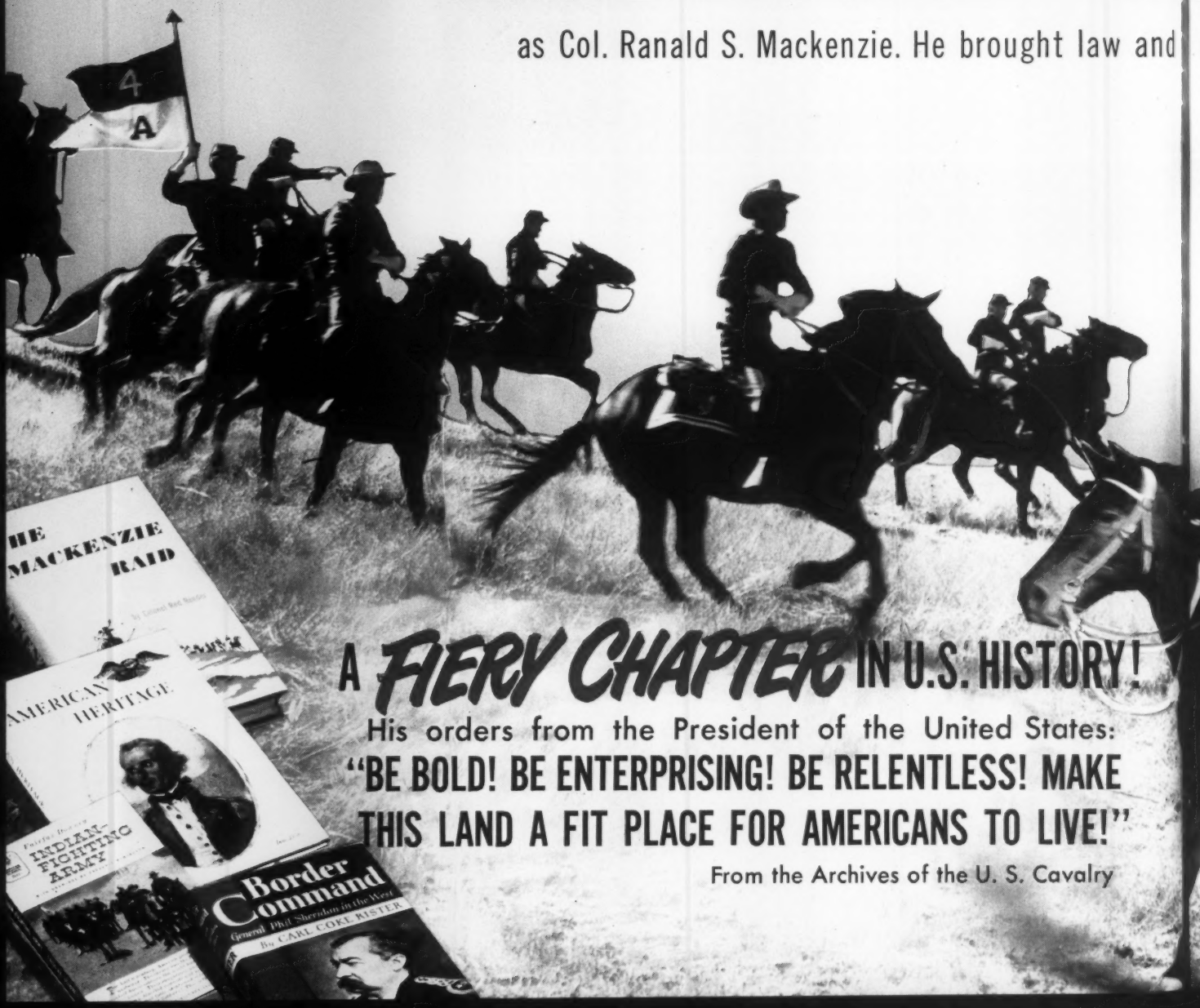
NOW... THE *GLORIOUS STORY* O

"MACKENZIE'S

A great star in his gr

RICHARD C

as Col. Ranald S. Mackenzie. He brought law and or

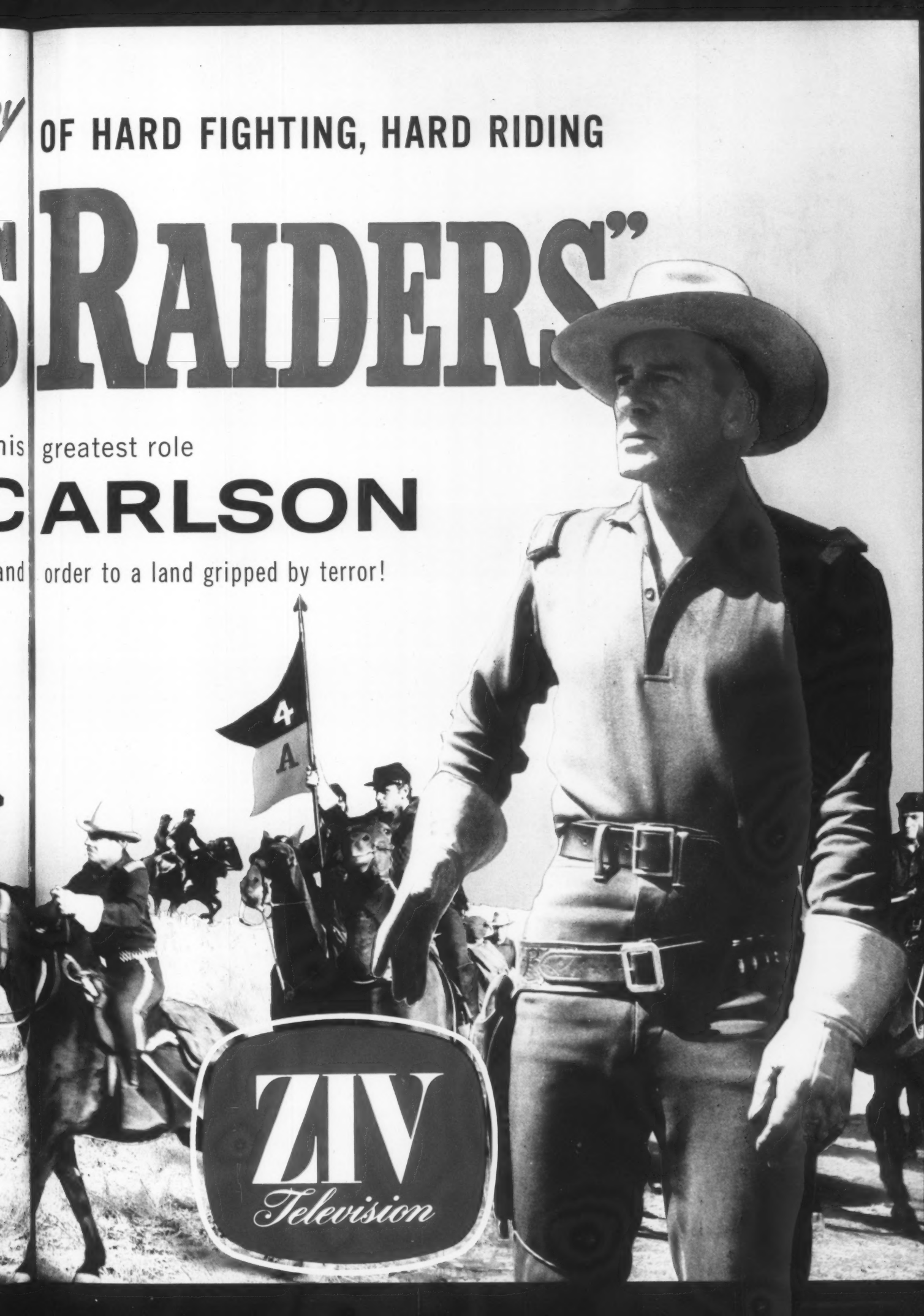


A *FIERY CHAPTER* IN U.S. HISTORY!

His orders from the President of the United States:

"BE BOLD! BE ENTERPRISING! BE RELENTLESS! MAKE THIS LAND A FIT PLACE FOR AMERICANS TO LIVE!"

From the Archives of the U. S. Cavalry


OF HARD FIGHTING, HARD RIDING
RAIDERS"
greatest role
ARLSON
order to a land gripped by terror!
4
A
ZIV
Television

TO:

Polly Allen	*Vance Hicks*	*Tom Reilly*
Robert Atwood	*Richard Hoffman*	*Lorraine Ruggiero*
Mildred Backus	*Dorothy Houghey*	*Joan Rutman*
Aileen Barry	*Joseph Hudack*	*Jay Schoenfeld*
David Belnaves	*Joan Illmensee*	*Genevieve Schubert*
John Bestecki	*Arthur Jones*	*James L. Shannon*
Philip Birch	*Richard P. Jones*	*Jayne Shannon*
Joan Blackman	*Louis J. Kennedy*	*George Simko*
L. J. Boyce	*Robert Kibrick*	*Jean Simpson*
Philip Branch	*Paul Kizenberger*	*Anne Slattery*
Richard Branigan	*Edward Kobza*	*Isabelle Standard*
Charles N. Campbell	*Bobby Landers*	*Joan Stark*
Jack Cummings	*James O. Luce, Jr.*	*Grace Stewart*
Vincent Daraio	*Frank Marshall*	*Warren Stewart*
Vincent T. Deluca	*Leonard Matthews*	*Philip Stumbo*
John M. Flournoy	*Mary McHugh*	*Jeanne Sullivan*
Donald Foote	*Arthur Meagher*	*J. R. Telisky*
Frank Gianattasio	*F. C. Miller*	*Dorothy Thornton*
Thomas Glynn	*Kay Morgan*	*Richard Vorce*
Frank Grady	*Merle Myers*	*John J. Walsh*
Laura Hall	*Jo Napoli*	*Tee Watson*
W. A. Hammond	*J. J. Passmore*	*Helen Wilbur*
J. J. Hartigan	*William Pellenz*	*Charles Willard*
John T. Hartigan	*Renee Ponik*	*Thomas A. Wright, Jr.*
Helen Hartwig	*Betty Powell*	*Ruth Zozula*

A WRC-TV SPOT CAMPAIGN HELPS YOUR NETWORK TV CLIENT CASH IN ON WASHINGTON'S NEW MONEY!

Big things happen when you have a spot campaign on WRC-TV. For example, with the addition of WRC-TV's 14/50 plan — 14 announcements per week at 50% discount — you can *triple* the audience now reached by your client's network television show. Here's a sample:

	½-HOUR NIGHTTIME TV PROGRAM	PLUS 14/50 PLAN
Percentage of homes reached per week	17.7	55.0
Number of homes reached per week	89,500	287,100
Average frequency per home per week	1.0	2.0
Total net cost per week	$1,590	$2,210

It is important that Washington receive your prompt attention because 40% of its families have new cash-in-hand in excess of $250 . . . the result of a retroactive pay raise for Federal employees.

There has never been a better time to go all-out in your Washington campaign. Contact WRC-TV or NBC Spot Sales *now* for all the details of a sales-winning spot schedule. **WRC-TV • 4**

THE NBC LEADERSHIP STATION IN WASHINGTON, D. C.
SOLD BY NBC SPOT SALES

Source: A. C. Nielsen Co.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 5 AUGUST 4, 1958

GOVERNMENT READIES CENSORSHIP

- **Updated version of World War II rules to be issued on stand-by basis**
- **System would be voluntary but administered by Office of Censorship**

The White House is expected soon to issue a stand-by voluntary censorship code to be invoked by television, radio and other information media in the event of a national emergency.

The code is similar to that in force during World War II. The new version, however, has been updated to encompass nuclear and missile warfare.

As in World War II, the new code would be administered by an Office of Censorship. A cadre of executives for such an office has already been assembled as an active reserve and is ready to go into operation at the President's command. Many of those in the reserve cadre served in key positions in the World War II Office of Censorship under the administration of Byron Price. Because of security restrictions, their names cannot be revealed at this time.

Text of Code: From sources close to but outside the reserve cadre of the stand-by Office of Censorship BROADCASTING has obtained a copy of the new code. Its text appears below.

The code was drawn up by former officials of the World War II Office of Censorship. It was approved some time ago by the Secretary of Defense and the chief of the Office of Defense Mobilization. Its announcement has been delayed only because of the White House's desire to choose a propitious moment for it. Reportedly, the White House has not wished to announce the code during a time of touchy international tension.

It is understood, however, that the White House now intends to announce the code within a month so that media will have it in hand and can be prepared to invoke it at once if the need arises.

As part of an Operation Alert exercise a few weeks ago, the code was transmitted from the evacuation headquarters of the federal government. In the exercise, the "government reserve"—civilians who are trained to replace government officials if the latter are casualties —established a seat of government away from Washington as would be done if the capital were to be threatened with attack.

Purpose of Publication: The code has been kept under wraps, but it is not classified. BROADCASTING is publishing it in the belief that doing so would be of no value to a hostile power but of considerable value to the television and radio broadcasters who would be expected to abide by it if it had to be put into effect.

A code for censorship in time of war

Here is the text of the "Stand-By Voluntary Censorship Code" approved by the U. S. defense establishment and awaiting release by the White House:

To all newspapers, magazines, radio and television stations, and other conveyors of information to the public:

This code is issued pursuant to instructions of the President. It is essential that no information of possible value to our enemies be made available to them. Until detailed guidances are promulgated, all media are asked not to publish or broadcast [1] information in the following categories unless the information is made available for publication or broadcast by appropriate authority or if no objection is found by the Office of Censorship.

The code is but a guide and cannot cover all possible contingencies. Ask yourself always, "Is this information I would like to have if I were the enemy?" and then act accordingly. Use of implication or speculation as a device to convey information helpful to the enemy undermines the purpose of voluntary censorship.

If anyone is in doubt, in any particular case, whether the information in question would aid the enemy, he should ask for clarification from the Office of Censorship, which can be reached by mail at the Office of Censorship, Washington 25, D. C., or by telephone ———— or ————.

War Plans

War plans, or diplomatic negotiations, or conversations which concern military operations.

Attacks

Information about actual or impending enemy attacks on continental United States, its territories or possessions, and its establishments abroad or those of its allies.

It must be borne in mind constantly that in possible nuclear warfare, in particular, every editor and broadcaster should assume responsibility in preventing panic and needless loss of life. It would be most damaging to the public interest to circulate the following:

1. Rumors, unconfirmed reports and speculation about destruction of life or property or fallout possibilities until officially announced.

2. Information about actual or impending enemy attacks on continental United States, its territories or possessions, and its establishments abroad.

3. In case of attack, broadcasts, regardless of context, concerning an impending

[1] There are three types of broadcast media with which this code deals: standard broadcast stations, fm broadcast stations, and television broadcast stations. The signals of standard broadcast stations can be disguised in such manner, through the system known as Conelrad, as to assure reasonable defense against their use by an enemy as bombing target patterns. Fm broadcast stations and television broadcast stations signals, however, cannot be so disguised because of their characteristics. This code anticipates, therefore, that there will arise circumstances other than those here covered in which some broadcast facilities may remain on the air in certain emergencies, when others perforce must remain silent. In such cases, the Office of Censorship will be concerned only with those that are broadcasting. Any question arising with respect to the silent stations should be addressed to other government authorities. The identity of those authorities will be communicated to stations in due course.

raid or during a raid, except as authorized by appropriate authorities.

It is requested that publication of radio or television broadcasts immediately following an alert or an attack be limited to official announcements except for:

1. The fact of the attack and the general, but not the specific, area of its impact;

2. The bare fact that defense measures are being taken.

Except as officially announced, the nature of the attack (whether conventional or nuclear, whether by air, missile, or otherwise, or how many planes, missiles or other weapons were involved) should not be disclosed or estimated.

After an attack appears to have ended, there is no objection to general descriptions of what has happened provided such reports (except for official announcements) do not:

1. Deal with or refer to unconfirmed versions or rumors.

2. Estimate the strength of the attacking force, such as the number of planes or missiles; or their position or routes;

3. Estimate extent of casualty or make any reference to damage to military objectives such as fortifications, railroads, ships or industrial plants engaged in war work;

4. Describe except in the most general terms the counter-measures of defense.

At no time should photographs, films, or live television programs portray any more information than is given official clearance by appropriate authority or the Office of Censorship.

As used in this section, and elsewhere in this code, the term "officially" means by authority of constituted federal officials under the commander-in-chief, and does not include local police or other municipal officials unless federal officials have turned over complete authority to them in an emergency.

In short, it is vital that the enemy should not learn from our press or broadcasters just what he has done with his bombs, shells or missiles. On the other hand, there is left considerable scope for news enterprise. It is not intended to place any barrier to the reporting of such matters as feats of heroism, incidents of personal courage, or response to duty of the military or civil defense worker.

Allied Forces

Location, identity, composition, equipment, movement or prospective movement of United States (allied) Army, Navy or Air Forces units.

Identification of combat casualties until made available by the concerned military department or next of kin.

Ships

Identity, location, character, description, equipment, assembly, parts, movements, and prospective movements of naval vessels, transports, and convoys, whether of the United States, its allies or the enemy, by sea or air.

Identity, location, cargoes and movements of merchant vessels of any nationality.

Existence of mine fields or other harbor defense, including secret guides to navigators, by sea or by air.

Production, launchings or commissioning of vessels, aircraft, or missiles of any type of the United States, its allies or the enemy, by sea or by air.

Information about the sinking or damaging of war or merchant vessels of the United States, its allies or the enemy.

Aircraft and Missiles

Disposition, composition, movements, missions, or strength of United States, allied or enemy air units; military activities or commercial airlines.

Production data, including information concerning new and current military aircraft and related items of equipment, including missiles.

Fortifications and Installations

Location and description of fortifications, coast defense emplacements, anti-aircraft guns and other air defense installations, including defense installation details of public airports used for military purposes; location or description of camouflage objects.

Production

New or secret weapons, identity and location of plants making them; secret designs, formulas, processes or experiments connected with the war.

Rate of production, stockpiling and consumption of any specific type of war materiel used in or for specialized military operations.

Location, movement or transportation of war materiel.

Military Intelligence

Information concerning war intelligence or counter-intelligence, operations, sources, personnel, methods or equipment of the United States, its allies, or the enemy.

Classified detection devices.

Classified United States or allied means or systems of military communications.

Sabotage or what could be profitable sabotage targets to the enemy.

War Prisoners

Information as to arrival, movements, confinement or identity of prisoners of war.

Identity of persons arrested or interned as enemy aliens; location or operation of alien internment camps; places of confinement of civilians convicted of treason, espionage, or sabotage; persons who have voluntarily submitted themselves to protective custody.

Travel

Information about the movements of the President of the United States or of other high ranking civilian or military officials on diplomatic or military missions for the United States or its allies.

Photographs and Maps

Photographs or maps conveying any of the information specified in other sections of this code; aerial photographs of harbors, war plants, military or vital defense installations.

REPRINTS

BROADCASTING is making copies of the text of the stand-by censorship code available at cost—10 cents per copy, minimum order 10 copies. Write Readers' Service, BROADCASTING, 1735 DeSales St., N.W., Washington 6, D. C.

Weather

Weather forecasts or warnings other than those officially issued by the Weather Bureau under specific statement that they are cleared for publication and/or broadcast. When appropriately cleared forecasts or warnings applying to areas within the continental United States are received, those published by a single newspaper, or broadcast by a single radio or television station should cover only the state in which published or broadcast and not more than four adjoining states, parts of which lie within 150 miles of the point of publication or broadcast. When appropriately cleared forecasts or warnings applying only to oceanic or coastal waters (including storm, gale, or hurricane warnings for coastal areas) are received, they may be published or broadcast without restriction as to area.

Wind direction or barometric pressure in current, forecast, or past weather (including summaries and recapitulations) except when contained in emergency warnings released by the Weather Bureau specifically for broadcast.

Weather maps less than one week old.

Note: News stories and photographs about current and past weather occurrences in the state of publication and outside the state within 150 miles of the point of publication may be published but not broadcast. News stories and photographs about weather occurrences in other areas, especially storms and other extremes, will be appropriate for publication only when specifically cleared through the Office of Censorship. A consolidated table containing temperature and precipitation data for not more than 20 localities may be published but not broadcast. News stories, photographs and films about weather occurrences in any area will be appropriate for broadcast only when specifically cleared through the Office of Censorship.

Interviews and Letters

Interviews with service men or civilians involving combat operations outside the continental United States (including accounts of escapes) should be submitted before publication or broadcast either to the Office of Censorship or the appropriate service public information officer.

Letters from combat areas are censored in the field only for home consumption, not for publication or broadcast. When such letters are published or broadcast, information in conflict with provisions of this code should be eliminated. Special care should be used in handling escape accounts to eliminate all escape details and information which might lead to reprisals or endanger future escapes.

Accredited Correspondents

No provisions in this code modify obligations assumed by accredited correspondents who accompany United States armed forces.

War News Coming Into the United States

Generally, war information originating outside the United States territory may be published or broadcast if the information is carefully attributed (no material conflicting with the code should be added in rewriting information received from abroad).

Studebaker-Packard quits BDA shop for D'Arcy in before-the-fact switch

In South Bend, Ind., last week the assembly line at Studebaker-Packard Corp. closed down for a changeover to 1959 model dies. But in New York, the changeover was not restricted to assembly-line production. The $5 million S-P account, serviced through Burke Dowling Adams Inc., New York-Atlanta-South Bend, since spring 1957, was on the move again, this time to D'Arcy Adv., St. Louis-New York.

Only D'Arcy and BDA had been notified of their respective appointment and discharge. Strangely, it seemed to have little bearing on the situation because both agencies reportedly were effecting what one BDA executive termed "an orderly transfer of account responsibilities." D'Arcy was understood to have hired a number of BDA creative and executive people assigned to S-P and the losing agency was said to have turned over to D'Arcy the first batch of 1959 model ad plans.

At the same time:

• BDA was in the process of rounding out negotiations to merge with an agency with billing roughly equal to that of BDA —$8.5 million after the loss of S-P—but its officers declined to name the agency involved.

• Radio-tv people were beginning to express hopes that Studebaker-Packard, whose advertising policies had been formulated by Curtiss-Wright Corp., Wood-Ridge, N. J., since early last year, would now return to the broadcast media in greater force. Under the stewardship of C-W chairman-president Roy T. Hurley, the automaker has been driving out of radio-tv with what both RAB and TvB members feel was "alarming speed."

The switch in accounts is becoming one of the strangest Madison Avenue stories of recent months. With S-P management to date having failed to notify the lame-duck agency of termination, and similarly not informing D'Arcy of its expected assignment, apparently what has happened is that BDA and D'Arcy executives, in a show of cooperation towards a hard-pressed advertiser (which shares less than 1% of the U. S. auto market) have decided that time is of the essence and that nothing could be gained were both agencies to await formal notification. BDA will collect agency commission for 60 days following notification.

Burke Dowling Adams Inc. vice president and New York general manager James H. Cobb said Wednesday (July 30) that his office had received "no formal notice" from South Bend but that his agency's moves were predicated on "sufficient informal indications" that the S-P business was out of the shop. He indicated that upon completion of transfer, BDA would make a concerted effort to put its auto experience to use in attracting another car account— "probably a foreign one."

Once a dominant broadcast advertiser, S-P (under Curtiss-Wright supervision) has trimmed radio-tv to the bone, re-allocating a drastically-reduced ad budget into newspapers. It was understood that the auto company did so against its own wishes but felt it had to with ad budgets predicated on unit sales—and S-P's unit sales for the past six months, for example, are reflected in a production cutback of 20,000 Studebakers and Packards. The firm, once a network tv advertiser (ABC-TV's *Tv Readers' Digest*), S-P since mid-1957 has been out of that medium, has trimmed tv spot from about $650,000 to $54,000. Its 15 S-P Dealer Assns. spent roughly $25,000 in intermittent year-round tv spot in Los Angeles and Chicago, and some $5,000 in Cincinnati. The factory last fall limited its broadcast push to $100,000 worth of time on CBS Radio (201 affiliates) and 17 independents during a two-week "blitz" in November.

TOP THREE *in the Studebaker-Packard advertising arsenal (top to bottom): the Studebaker Hawk and Scotsman and the Mercedes-Benz 220-S convertible.*

This is what the account switch means:

• D'Arcy will once again work on the auto account after having serviced Packard Div. (inherited in 1955 from Ruthrauff & Ryan) from January 1956 to the time this division was consolidated with Studebaker Div. [out from Roche, Williams & Cleary, Chicago] at Benton & Bowles in mid-1956. (B&B resigned the account in April 1957—effective July 5 that year—because of an admitted "conflict of minds" with C-W's Mr. Hurley [ADVERTISERS & AGENCIES, April 22, 1957].) While D'Arcy is not yet in a position to comment on media plans, it is expected to use more radio-tv to introduce a radically-new Studebaker car described as "smaller but not small."

• Burke Bowling Adams will suffer the loss of its biggest account but no doubt will retain Curtiss-Wright Corp. which it's handled since the agency's founding 19 years ago in 1939. With several other losses incurred over the past year, BDA's billing comes down to $1 million more than its status at the time it parked Studebaker-Packard. Personnel cutbacks are expected to affect some 55 people and the South Bend office will be shut. BDA also will lose $500,000 billing from Daimler-Benz of North America Inc. (Mercedes-Benz autos) which uses the S-P dealer task force, and the $1 million S-P Dealer Assns. account also is slated to go.

WHAT IT ALL MEANS

What may be the actual impetus to the impending Studebaker-Packard account switch:

The Studebaker-Packard business went to Burke Dowling Adams on recommendation of long-standing BDA client Curtiss-Wright Corp. which in 1956 agreed to undertake S-P "management" until the summer of 1959. With S-P and C-W agreed on terminating their contract at this time, Curtiss-Wright probably will: (a) Drop its option to buy 5 million shares of S-P stock at $5 each, (b) retain ownership of S-P's Utica, Mich., and Chippewa-South Bend, Ind., plants which the automaker leased to Curtiss-Wright for 12 years at $25 million. The plants currently are operated by C-W's Utica-Bend Div. Studebaker-Packard will no doubt keep the $25 million advance rental—part of a $35 million working capital deal which also included the surrender to C-W of Studebaker-Packard defense contracts (for $8 million) and S-P's interest in Aerophysics Development Corp. (for an estimated $2 million). S-P also is expected to purchase from C-W the distribution franchise for Mercedes-Benz autos which currently is owned jointly by Curtiss-Wright (60%) and Daimler-Benz A.G., Stuttgart, Germany (40%). Late last week, Studebaker-Packard President Harold E. Churchill was understood to be seeking new working capital and management help from Boston financier A. M. Sonnabend, head of Botany Mills and Hotel Corp. of America.

Studebaker-Packard's fortunes are still dwindling. Its 1957 loss came to $11,135,108 and for the first quarter of 1958 the automaker incurred a further loss of $6,294,480. With the entire S-P/C-W situation in a state of flux, no agency confirmation *per se* is expected before the two companies have parted ways; until such a time S-P is not fully free to act as its own agent and fire the agency its "guardian" picked out last year.

SPONSORS HEAD FOR FALL TV FOLD

Business perked up appreciably at the television networks last week.

All three reported important nighttime sales for fall—and in addition ABC-TV brought its new daytime "Operation Daybreak" project up to the five-sixths sold-out level and also was assured of the station clearances needed to make it go.

Bulova Watch Co., switching from its spot-buying pattern, signed for some $7.5 million in alternate-week sponsorships of three NBC-TV nighttime shows.

Reynolds Metals bought full sponsorship of ABC-TV's new nighttime *Walt Disney Presents* on an alternate-week basis, while Lever Bros., General Mills, Sunshine Biscuit and Shulton Inc. brought to 10 the number of advertisers set for "Operation Daybreak" programming (see page 44).

At CBS-TV, meanwhile, Pittsburgh Plate Glass Co. joined the roster of sponsors on that network's new hour-long *Garry Moore Show*. Details follow.

BULOVA WATCH CO. will put its advertising budget of $7.5 million into co-sponsorship of three major shows on NBC-TV, switching its advertising pattern from spot to network, starting this fall. In addition, Bulova will also use a small magazine supplementary campaign.

The television deal was consummated by John H. Ballard, president and chief executive officer of Bulova Watch Co., Robert E. Kintner, president of NBC-TV, and C. Terence Clyne, vice president of McCann-Erickson, agency for Bulova.

The programs Bulova will underwrite on an alternate week basis, are the *Ed Wynn Show*, which starts on the network Sept. 25 (Thursday, 8-9:30 p.m.) and will be co-sponsored by Liggett & Myers Tobacco Co.; *M-Squad* (Fridays, 9-9:30 p.m.), co-sponsored by American Tobacco Co., and *Dragnet* (Tuesday, 7:30-8 p.m.) starting Sept. 23.

The latest buy for the McCann-Erickson client brings to 15 the number of evening shows under the agency banner this fall. Aside from these three the roll-call includes *Desilu, Steve Canyon, Eddie Fisher, Brains and Brawn, Wagon Train, George Burns Show, Death Valley Days, Sky King, What's My Line?, Bob Hope Specials, Gale Storm Show* and *Wells Fargo*.

REYNOLDS METAL CO., Richmond, was last week's blue-chip addition to ABC-TV's roster of name nighttime advertisers for the fall season.

Reynolds, though its agency, Buchanan & Co., New York, bought full sponsorship of *Walt Disney Presents* on an alternate-week basis effective with the fall season. This show is the successor to *Disneyland* (Wednesday, 7:30-8:30 p.m.) and will be designed for more adult audience appeal—less emphasis on animation and more live action sequences. Reynolds also bought co-sponsorship of *All-Star Golf* which will be programmed Saturday, 5-6 p.m.

ABC-TV notes the Reynolds' signing makes the Disney show three-quarters sold. The buy also represents a doubling of Reynolds' participation in the series, having sponsored an alternate half-hour of *Disneyland*.

DALY SERIES ALSO SET

P. Lorillard & Co. and the Whitehall Div. of American Home Products will sponsor *John Daly and the News* on ABC-TV four nights a week, 10:30-45 p.m., effective Sept. 15. Whitehall will sponsor the Monday and Thursday newscasts through Ted Bates & Co.; Lorillard the Tuesday and Friday shows through Lennen & Newell. The show is not scheduled on Wednesdays because the 10 o'clock *Wednesday Night Fights* ordinarily runs past 10:30. The Daly show, whose production costs run an estimated $3,000 a night, and its sponsors were inadvertently omitted from the three-network fall program roundup published by BROADCASTING July 28.

CBS-TV had the SRO tag on its new *Garry Moore Show* premiering Sept. 30 (Tuesday, 10-11 p.m.). With Revlon Inc. (through Warwick & Legler Inc.) already locked in for a half-hour each week, the network last week (July 31) added **PITTSBURGH PLATE GLASS CO.,** which, effective Oct. 7, will alternate with Kellogg Co. (Leo Burnett Co.) in picking up the other half-hour.

Though the buy is PPG's first time on nighttime tv, it's no stranger to personality Moore, whom it sponsored in part last spring on behalf of its paints division. BBDO, handling glass products commercials, also is agency-of-record; the paints division commercials will be placed by Maxon Inc., and the "corporate story" will be told by Ketchum, MacLeod & Grove.

Commenting on the latter at a time when some corporate advertisers are trimming their tv budgets, PPG's information services director M. J. Batenburb noted that the advertiser had gotten "very satisfactory" results from Mr. Moore's daytime CBS-TV strip and that it expects "the impact of nighttime television and a major variety show" to tell the sponsor's story—both product-wise and institutional.

Ad Setup Intact In Blatz Transfer

Advertising policy and agency setup of Blatz Brewing Co. remained intact last week after the $15 million acquisition of its assets and business by Pabst Brewing Co.

Pabst, long desirous of effecting a merger or "straight out acquisition" with some major company [ADVERTISERS & AGENCIES, April 7, March 24], bought the Blatz Div. of Schenley Industries for $14.5 million in cash and debentures, 200,000 shares of Pabst common stock and stock purchase warrants of 350,000 shares. Debentures totaling $3.5 million will be paid in installments until 1966.

Announcement of the purchase was made jointly Wednesday (July 30) by Harris Perlstein, Pabst board chairman, and James C. Windham, Blatz president, who assumes that post with Pabst. Frank C. Verbest becomes president of Blatz.

Blatz will operate as a separate subsidiary of the new parent Pabst Brewing Co., according to present plans, and probably retain its present agency, Kenyon & Eckhardt. Though possessing a modest advertising budget by comparison with Pabst's estimated $8-9 million, Blatz has been highly active in spot radio and tv.

It sponsors five- and ten-minute live local news-weather-sports programs in some 23 medium and smaller size markets, a schedule of radio announcements in 100 cities and tv spots in 50 markets, in addition to its programs.

Blatz maintains a large plant in Milwaukee while Pabst, headquartering in Chicago, has breweries in Los Angeles, Peoria, Ill., and Newark, N. J., as well as in Milwaukee. Together, Pabst and Blatz expect to produce about four million barrels a year. Mr. Perlstein stated the two brands will "complement each other" and pointed out a trend among national brewers toward "multiple brand distribution."

Pabst in May 1957 transferred the bulk of its business, including Blue Ribbon Beer, from Leo Burnett Co. to Norman Craig & Kummel. Young & Rubicam was named to handle Eastside Beer while Hoffman and Pabst Sparkling Beverages went to Grey Adv.

Airline Swaps for Ads Evoke CAB Complaint

The time-honored advertising technique of "due bills"—whereby the advertiser pays for his space or time in trade—has caused lifted eyebrows at the Civil Aeronautics Board.

The CAB's compliance staff filed a complaint two weeks ago accusing KLM Royal Dutch Airlines with exchanging air transportation for advertising and publicity. This contravenes CAB regulations it was explained, which require all air travel to be paid at existing tariff charges—except for some limited and specified exemptions.

The complaint is considered a first move by CAB staff to cut back the growing barter practice in which airlines furnish transportation to radio and tv contest winners in exchange for mentions on the air.

Not considered as bad, it was explained, are straight "bookkeeping" arrangements whereby the station buys and pays for air travel and the airline buys and pays for advertising and publicity.

The complaint, which asked CAB to hold a formal investigation, named five instances where KLM furnished transportation in exchange for advertising. They were: WWDC Washington, D. C., for its 1957 "Miss Washington" contest; Spotlight Promotions, New York, for *The Big Payoff* television program; Lorehn Agency, Houston, Tex., for the Houston International Flower & Garden Show; Flack Advertising Agency, Syracuse, N. Y., for Pond Co.; Willoughby Camera

Stores, New York. Details were not made available.

KLM was given until Aug. 17 to respond.

The Civil Aeronautics Act forbids free transportation except in specified instances. Several years ago the CAB waived this prohibition for local, feeder airlines—permitting them to exchange transportation for advertising and publicity. A somewhat similar practice by Pan-American Airways was prohibited in 1952. Pan-American was offering free transportation to authors and newsmen in exchange for favorable mention in articles and books.

Postal Rate Hike Keys RAB Promotion Salvo

The postal rate hike that went into effect Friday (Aug. 1) is being used widely by radio stations as the key for a concerted campaign to sell radio to the nation's direct mail advertisers.

Leading the campaign, RAB already has sent (under the old postal rates) some 4,000 copies of a four-page newsletter to its 850-plus members, for distribution to local advertisers. The newsletter is titled "Should You Use Direct Mail?" and RAB estimates an additional 4,000 copies will be sent out within a few weeks.

The newsletter, some details of which are being released by RAB today (Monday), is designed to show strengths and weaknesses of direct mail, including that medium's rising costs in recent years. A series of radio-vs.-direct mail comparisons also is provided. These range from advertising costs in each medium to the comparative abilities of radio and direct mail in terms of selectivity, personalization of the advertising message and consumer retention of the message.

"Direct mail advertisers found they spent $1.8 billion in 1957—7% more than in 1956 . . . but there was little or no increase over 1956 in the total number of direct mail pieces they sent out," the brochure asserts. "The 7% gain in revenue for the medium was kicked in by the advertisers to cover skyrocketing costs."

"Should you use direct mail?" also cites as an example the case of a furniture dealer who plans to imprint and mail to old customers 1,000 postcard reminders of his spring clearance. For the same amount of money, the brochure maintains, "he could buy enough radio announcements to deliver 33,000 home impressions (an average for the top 100 U. S. markets)—new prospects and old customers alike."

The newsletter describes direct mail as an efficient medium for (1) a big business selling highly specialized products to another business; (2) magazines or other businesses with a regular weekly or monthly mailing list that doesn't have to be bought or kept up to date strictly for direct mail advertising purposes, and (3) advertisers with a wide profit margin that can support high promotional costs. But, the brochure emphasizes, local retailers and producers do not fit into any of these categories—and thus are paying the penalty of high advertising costs needlessly if they use direct mail.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

Aug. 4-8, 11-13 (12:30-1 p.m.) *It Could Be You,* participating sponsors.

Aug. 4-8, 11-13 (2:30-3 p.m.) *Haggis Baggis,* sustaining.

Aug. 4, 11 (7:30-8 p.m.) *Haggis Baggis,* sustaining.

Aug. 5, 12 (8-9 p.m.) *The Investigator,* RCA Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Aug. 6, 13 (9-10 p.m.) *Kraft Mystery Theatre,* Kraft Foods Co., through J. Walter Thompson Co.

Aug. 7 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

Aug. 7 (10-10:30 p.m.) *The Price Is Right,* Lever Bros. through J. Walter Thompson.

Aug. 8 (7:30-8 p.m.) *The Big Game,* sustaining.

Aug. 9 (8-9 p.m.) *Bob Crosby Show,* participating sponsors.

Aug. 10 (7-7:30 p.m.) *Noah's Ark,* sustaining.

Aug. 10 (8-9 p.m.) *Steve Allen Presents Eydie Gorme & Steve Lawrence,* American Machine & Foundry through Cunningham & Walsh and Procter & Gamble and Greyhound Corp. both through Grey Adv.

Aug. 10 (9-10 p.m.) *The Chevy Show,* Chevrolet through Campbell-Ewald.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

CO-OP COMING UP • Co-op radio campaigns will figure in Midwest and Southwest later this summer as Sinclair Oil & Gas Co., Tulsa, subsidiary of Sinclair Oil Corp., introduces new trade name for its liquid propane gas. Product, renamed "Truflame," will be serviced by Watts Payne Adv., Tulsa, which presently is preparing ad program via Sinclair distirbutors. Amount of money to be spent will be determined jointly by the distributors and company.

CLASSIC LINE-UP • Sponsor alignment has been set for ABC Radio and ABC-TV coverage of College All-Star football classic in Chicago Aug. 15, on basis of network and client announcements last week. Liggett & Myers (L&M cigarettes), through McCann-Erickson Inc., and Mennen Co. (toiletries), through Grey Adv., will sponsor telecast, with Standard Oil Co. (of Indiana), through D'Arcy Adv. Co., as third regional advertiser for 15-state midwest area.

Western Airlines, through BBDO, has signed for national radio coverage, with Carling Brewing Co. (Black Label beer), through Lang, Fisher & Stashower Inc. and Standard as regional sponsors in Midwest.

WGN-TV and WLS Chicago will feed coverage of game between College All Stars and National Football League champion Detroit Lions starting at 8:30 p.m. (CDT).

OIL MONEY • Oklahoma Oil Co. of Chicago entered Indiana Friday (Aug. 1) with state network of 11 tv and 18 radio stations carrying special *Herb Shriner Show* from Murat Theatre in Indianapolis. Business was placed through Needham, Louis & Brorby Inc., Chicago, new agency for Oklahoma Oil. Weekend "Oklahoma Open House" effort (Aug. 1-2) was designed to spotlight firm's absorption of 81 gas stations in Indiana and will be followed in next eight weeks with "heavy schedule of broadcasting," including radio-tv spot announcements in 13 markets.

CAN BE TOLD • Lever Bros. decision to sign as alternate sponsor with Scott Paper Co. of *Father Knows Best* on CBS-TV starting Sept. 22 in the Monday, 8:30-9 p.m. slot, was announced officially Wednesday (July 30). J. Walter Thompson, N. Y., is agency for both advertisers.

SOUTHWEST STARTING POINT • Micro-Lube Sales, Dallas, Tex., is using radio as part of six-month campaign in Texas, Oklahoma, Louisiana and Arkansas for engine oil and gas additives. Rogers & Smith Adv. Agency, Dallas and Kansas City, is concentrating use of Micro-Lube jingle around holidays and football weekends. Advertiser is testing promotion in four southwestern states for planned nationwide campaign.

GOING WITH GOSS • Miles California Co. (Alka-Seltzer) today (Aug. 4) started sponsorship of *Frank Goss News* (Mon.-Sat., 7:30-45 a.m. PDT) over KNX Hollywood and CRPN. Wade Adv., Hollywood, placed 52-week contract for 22-station CBS regional network.

NBC RADIO TAKERS • New sales reported for NBC Radio: Q-Tip Sales Corp. (sanitized cotton swabs), New York, through Lawrence C. Gumbinner Adv., for 10 one-minute announcements per day for 13 weeks starting Sept. 15; Lutheran Laymen's League, St. Louis, through Gotham-Vladimir Adv., for renewal of *The Lutheran Hour* (Sun., 1:30-2 p.m.) starting Sept. 28; American Tobacco Co. (Lucky Strike), New York, through BBDO, New York, for renewal of 10 *Bob and Ray* segments per

WFBC-TV TOUTS TOWER UP NORTH

To tell the story of its market area, slated for expansion the end of this month with a move to a new tower site, WFBC-TV Greenville, S. C., staged a luncheon and demonstration for top-level agency executives at the Waldorf-Astoria in New York last Monday. Accompanied by South Carolina's Governor-elect Ernest F. Hollings, 21 industrial firms went along, setting up exhibits to dramatize the importance of the two Carolinas' Piedmont section.

Some 200 executives attended from agencies, NBC and Weed Television Corp., WFBC-TV national sales representative. Among key participants and guests were: (seated, l to r) Wilson C. Wearn, assistant to the president, WFBC-TV; Roger Peace, chairman of the board, WFBC-TV; Robert Sarnoff, chairman of the board, NBC; Lewis Avery, president of Avery-Knodel, national sales representative of WFBC radio. (Standing, l to r) Joseph J. Weed, president, Weed Television Corp.; Charles S. Reed, vice president of Duke Power Co. and principal speaker at the luncheon; Robert A. Jolley, president of WFBC-TV, and Kenneth Beachboard, general manager of WFBC-TV.

week for 13 weeks starting Aug. 14; Readers' Digest Assn., Pleasantville, N. Y., through J. Walter Thompson, New York, for one-quarter sponsorship of *NBC News on-the-Hour*, package starting July 21, and American Motors Corp., Detroit, through Geyer Adv., New York, for quarter sponsorship of the same package for the week of Aug. 18.

Lehn & Fink Products Corp. (Lysol pine scent), New York, through McCann-Erickson, New York, for 18 one-minute and 18 thirty-second announcements a week in daytime programs for four weeks, starting Oct. 20; Parker Bros. Inc. (games), through Badger & Browning & Parcher, both Boston, for special pre-Christmas spot campaign for four weeks starting Nov. 24. Participations in *Monitor* during August were ordered by Wildroot Co., Buffalo (BBDO, New York), Texas Co. (Cunningham & Walsh, New York) and Olin Mathieson Chemical Corp. (Van Sant, Dugdale & Co., Baltimore).

RECORDS GETTING SET • Tilds & Cantz Adv., Los Angeles, is preparing plan for group of Los Angeles distributors of phonograph records to cooperatively sponsor radio spot campaign to promote record albums. John Bainbridge, agency radio director, declined to go into details until plan is set, but emphasized that it involves purchase of spots to promote disc sales and not, as had been reported, paying stations to play specific records on air.

HEAVY RENEWERS • Renewals by two national advertisers last week represent nearly $5 million in daytime gross billing at NBC-TV. Sterling Drug Inc., New York, renewed effective Sept. 17 as did Brillo Mfg. Co., both for 52 weeks. Sterling's renewal (via Dancer-Fitzgerald-Sample) involves: alternate-week 15-minute segments in *Today Is Ours* (3-3:30 p.m.) on alternate Mondays, Wednesdays, Fridays; *Modern Romances* (4:45-5 p.m.) on alternate Mondays, Wednesdays, Fridays; *The Price Is Right* (11-11:30 a.m.) on alternate Mondays and Wednesdays, and *Treasure Hunt* (10:30-11 a.m.) on alternate Fridays. Brillo (through J. Walter Thompson Co.) renews alternate-Wednesday quarter-hour segments in *Treasure Hunt, It Could Be You* (12:30-1 p.m.) and *Haggis Baggis* (2:30-3 p.m.).

THREE TAKE 'IMPACT' • Newly-signed business reported by CBS Radio Thursday (July 31): Foster-Milburn Co. (Street & Finney Inc.) for two weekly five-minute "Impact" segments for 52 weeks effective Sept. 4; Food Specialties Inc. (Charles F. Hutchinson Inc.) for 10 "Impact" segments effective Sept. 27, and Cowles Magazines Inc. (McCann-Erickson Inc.) six "Impact" segments between this Wednesday (Aug. 6) and next Monday (Aug. 10) on behalf of *Look* magazine.

'Around the World' Characters To Sell Schick Safety Razors

Eversharp-Schick safety razors has allocated a $4 million advertising program in all media, including a television spot campaign. Compton Adv., New York, agency since last April for Eversharp-Schick, has worked out a plan with the Michael Todd Co. for exclusive national rights to the characters and music from the movie "Around the World in 80 Days." The spot tv schedule will be one of the heaviest on a national basis, and every major market will be reached.

Animation has been used to tell the story of "Around the World" shaving with the Schick safety razor. The characters of Phileas Fogg and Passepartout seen in the commercials draw heavily on the description of them in Jules Verne's novel, and Warren Schloat, vice president-associate creative director of Compton Adv., has created Schick's Phileas and Passepartout from those descriptions. An original Schick jingle is used as well as additional characters pertinent to the locale of each commercial.

Two of the commercials were shown to the press during a cocktail party at which Patrick J. Frawley Jr., president of Schick and Michael Todd Jr., president of Michael Todd Co., announced the tie-in.

Tv, Radio to Back Coupon Drive; Product Participation Available

A New England-wide coupon mailing campaign supported by radio and tv, along with other media, will be staged in the autumn by Oscar E. Rudsten & Assoc. of Boston. A coupon mailing is planned to 2,100,000 homes in all New England states except Vermont.

The drive includes 1,700 one-minute spots on 24 radio stations over a two-week period, with 40 seconds of each spot devoted to a round-the-world prize and the remaining 20 seconds to participant product stories. Three tv spectaculars are planned in Boston, Providence and Hartford or New Haven. Products can participate in the package at a cost of $27,300, which can be split into three separate zones.

The coupon mailing will offer "giant value" savings. The all-inclusive cost-per-product participants has a base rate of $13 per thousand. The coupon mailing is scheduled Nov. 18.

KTTV (TV) Promotes in East

KTTV (TV) Los Angeles, which earlier had delivered a detailed report on its fall programming plans to more than 150 advertising executives in Los Angeles [STATIONS, July 21], last week brought its story to New York where an estimated 700 people in the advertising business saw a specially-prepared videotape presentation at the Waldorf-Astoria. A series of luncheons was held Monday-Wednesday. The videotape was prepared by KTTV and fed to monitors set up at the hotel via closed circuit from WOR-TV New York. Also highlighted was the use of VTR in both KTTV programming and in production of commercials for local advertisers. Assist in arrangements came from Blair-Tv, the station's national rep.

SPEAKING OF AUDIENCE!

The Baltimore Memorial Stadium, July 8, 1958 . . . filled with A CAPACITY CROWD of 50,000 during Twenty-fifth ALL STAR Baseball Game.

The NIELSEN STORY: (June, 1958)

TWO STADIUMS the size of the above, and just as crowded, would be needed to hold the AVERAGE DAILY AUDIENCE that watches "Uncle Stu" Kerr as THE EARLY RISER, 7 to 8 A.M., Monday through Friday on WMAR-TV Baltimore.

AGAIN IN JUNE—as in previous reports—WMAR-TV attracted more home viewing more hours than any other Baltimore Television Station (aggregate of "total homes" 7 A.M. to midnight, Sunday through Saturday).

The ARB STORY: WMAR-TV achieved undisputed leadership in the June, 1958, study of The Baltimore Television Audience of the American Research Bureau with a 35 per cent share of audience in Baltimore's competitive three-station market. And SEVEN of the TOP TEN programs are on Channel Two.

DIALING FOR DOLLARS on WMAR-TV, 9:45 to 10 A.M., Monday through Friday, is the highest rated television program in the market between the hours of 7 A.M. and 7:30 P.M., Monday through Friday, and also has the highest cumulative rating of any multi-weekly program before 7:30 P.M.

CBS TELEVISION

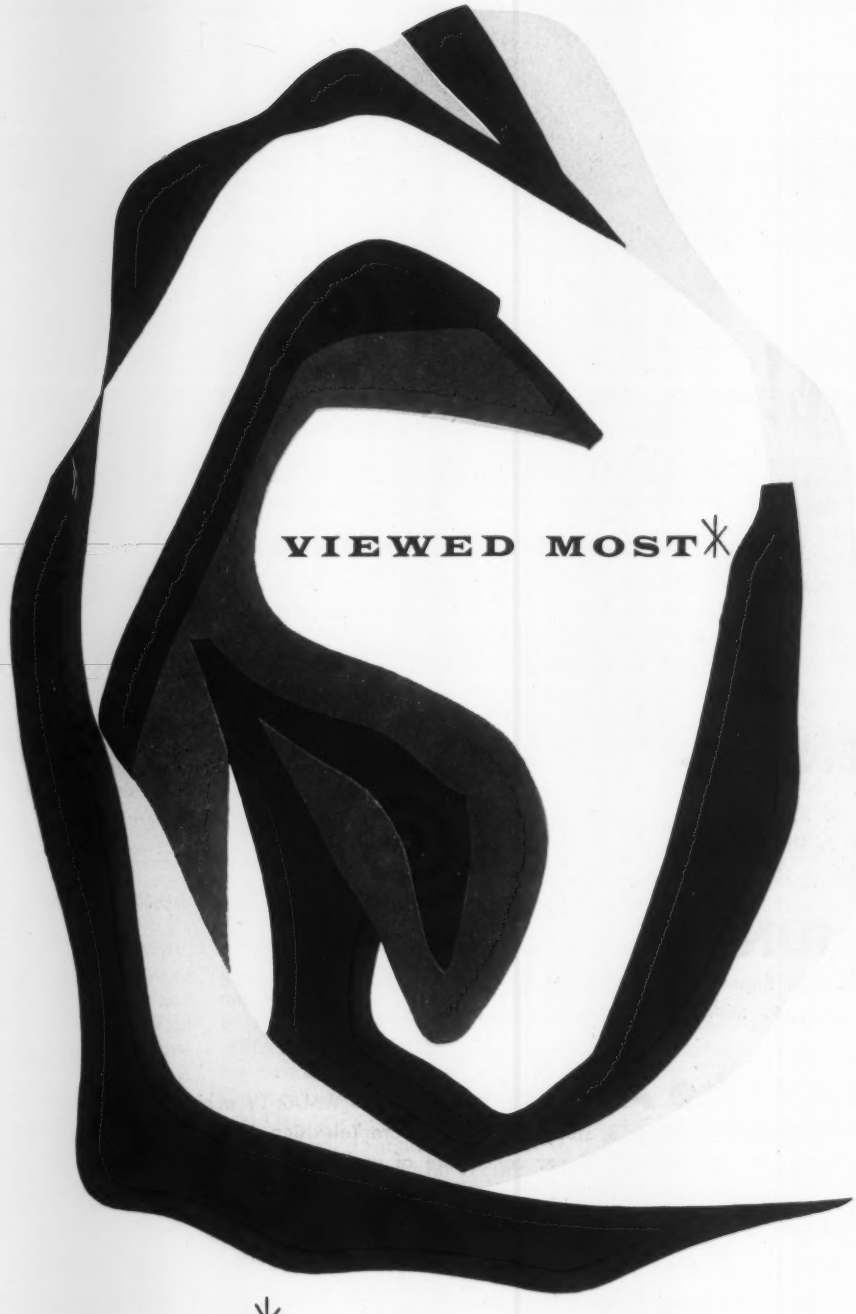
In Maryland, most people watch **WMAR-TV** channel 2

SUNPAPERS TELEVISION BALTIMORE MARYLAND

Telephone Mulberry 5-5670 TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc., New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

Contact Your Katz Representative Today . . . Place Your Advertising On This Baltimore Station . . . Consistently The Leader



* The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representatives: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

MINUTE A DAY • William Y. Lee, president of the COA Stamp & Coin Co. in Fresno, Calif., uses the minute at 7:54 a.m. each weekday on KBIF Fresno to answer by beeper phone questions submitted by listeners. Mr. Lee reports that the minute a day has resulted in many letters, telephone calls and verbal compliments. One new customer came in to say that he heard the broadcast while driving to work and up to that time had not known the shop existed. The man's cash purchase amounted to $2,-117.50. "For our type of business this is a generous purchase, as 95% of our sales are below $100," Mr. Lee explains.

BIG THURSDAY • The William DePree Co., a Zeeland, Mich., furniture store reports it sold more in three hours than it sells in a normal week because of a 25-spot promotion schedule on WHTC Holland, Mich., and one full-page ad in a newspaper. On "Terrific Thursday" sale day, customers began waiting at 6 a.m. for the store's doors to open. By 9 a.m. a crowd estimated at 800 shoppers filled the street and sidewalk. Three hours later the DePree Co. closed the doors on a short but record sales day.

COOL TIE-UP • In an eight-week saturation radio campaign on KRUX Phoenix, Ariz., co-sponsors Pepsi Cola Bottling Co. and Automotive Air Conditioning Co., distributor of ARA auto refrigeration units, combined their promotional schedules to focus thinking and buying habits into a pre-summer trend that resulted in soaring sales to match climbing temperatures. The combined promotion was a listener contest entitled "Thermo-Quiz." Clues to when the thermometer would register 108 degrees were broadcast daily over KRUX, and distributed in clue sheets and official entry forms through more than 500 dealers representing both merchandise lines. Approximately 17,000 responses were tabulated to determine the winner. Retail sales figures assured both sponsors of record figures for the spring and summer quarters, and the accelerated consumer demand increased new dealer accounts to "totally unexpected figures," the sponsors said.

SNOBOY SPIRAL • The Rapid City, S. D., office of Pacific Fruit Co. purchased a participation in the *Fun Wagon* program on KOTA-TV Rapid City, and put "Snoboy," Pacific Fruit's identification figure, in puppet form for 15 minutes every other Wednesday night. "Snoboy" talked with the children, through Al McDonald of KOTA-TV, and urged them to have their parents look for him when they bought fruits and vegetables. The success of "Snoboy's" promotions since his first appearance can be gauged by one promotion. Pacific Fruit inserted a "Snoboy" coloring book in every bag of apples. Prizes were awarded to children sending in the best colored versions of the character. The contest was promoted over 51 television stations in 13 states, but the return through the KOTA-TV *Fun Wagon* program put Rapid City in first

LATEST RATINGS

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for June 26-July 2

Rank		% Tv Homes
1.	*Wells Fargo*	34.6
2.	*Gunsmoke*	32.4
3.	*Wyatt Earp*	31.1
4.	*Restless Gun*	31.0
5.	*Have Gun, Will Travel*	28.5
6.	*Twenty-One*	26.9
7.	*Bob Crosby*	25.6
8.	*Lawrence Welk*	24.9
9.	*I've Got a Secret*	24.5
10.	*Father Knows Best*	24.2

Rank		No. Tv Homes (000)
1.	*Wells Fargo*	11,497
2.	*Gunsmoke*	11,414
3.	*Wyatt Earp*	10,401
4.	*Restless Gun*	9,843
5.	*Have Gun, Will Travel*	9,785
6.	*Twenty-One*	9,024
7.	*I've Got a Secret*	8,747
8.	*Lawrence Welk*	8,590
9.	*Bob Crosby*	8,512
10.	*Father Knows Best*	8,240

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PULSE

TOP 20 NETWORK PROGRAMS

Tv Report for May

Once-A-Week

Rank		Rating May	Rating June
1.	*Gunsmoke*	39.6	38.9
2.	*Perry Como*	37.8	36.4
3.	*Have Gun, Will Travel*	29.8	29.8
4.	*Playhouse 90*	30.6	29.8
5.	*Danny Thomas*	31.2	29.2
6.	*Dinah Shore Chevy Show*	28.6	28.6
7.	*Restless Gun*	28.7	27.7
8.	*Loretta Young*	28.5	27.5
9.	*Lineup*	28.1	26.7
10.	*Wyatt Earp*		26.1
11.	*Wells Fargo*	28.9	26.0
12.	*Alfred Hitchcock*	26.8	25.7
13.	*Wagon Train*		25.6
14.	*Groucho Marx*	27.1	25.4
15.	*Red Skelton*	25.7	25.4
16.	*Climax*	25.7	25.2
17.	*Father Knows Best*	26.0	25.1
18.	*I've Got a Secret*	26.5	25.1
19.	*Cheyenne*	25.9	24.7
20.	*What's My Line*	25.6	24.7

Multi-weekly

Rank		Rating May	Rating June
1.	*Mickey Mouse Club*	15.2	13.7
2.	*Price Is Right*	11.8	11.5
3.	*CBS News*	11.9	11.4
4.	*Art Linkletter*	10.4	9.8
5.	*American Bandstand*	10.1	9.4
6.	*Guiding Light*	9.7	9.2
7.	*Search For Tomorrow*	9.1	9.0
8.	*Treasure Hunt*	9.5	9.1
9.	*Capt. Kangaroo*	9.6	8.8
10.	*Queen for a Day*	9.7	8.8

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

American Bandstand (ABC-81): participating sponsors. Mon.-Fri. 3-3:30, 4-5 p.m.
Capt. Kangaroo (CBS-105): participating sponsors, Sat., 11 a.m.-noon.
CBS News (CBS-62): Whitehall (Bates), Mon.-Fri. 7:15-7:30 p.m.
Cheyenne (ABC-119): General Electric (Y&R), alternate weeks, Tues. 7:30-8:30 p.m.
Climax (CBS-145): Chrysler (M-E), Thurs. 8:30-9:30 p.m.
Perry Como (NBC-173): American Dairies (C-M), Kimberly-Clark (FC&B), Kno-Mark (Mogul), Noxzema (SSC&B), RCA Whirlpool (K&E), Sunbeam (P-P), Sat. 8-9 p.m.
Bob Crosby (NBC-173): participating sponsors, Sat. 8-9 p.m.
Father Knows Best (NBC-105): Scott Paper (JWT), Wed. 8:30-9 p.m.
Guiding Light (CBS-113): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.
Gunsmoke (CBS-172): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
Have Gun, Will Travel (CBS-148): Lever Bros. (JWT), alternating with American Home Products (Bates), Sat. 9:30-10 p.m.
Alfred Hitchcock (CBS-118): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.
I've Got a Secret (CBS-170): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.
Lineup (CBS-122): Brown & Williamson (Bates), Procter & Gamble (Y&R), Fri. 10-10:30 p.m.
Art Linkletter (CBS-93): participating sponsors, Mon.-Fri. 2:30-3 p.m.
Groucho Marx (NBC-160): DeSoto (BBDO), alternating with Toni (North), Thurs. 8-8:30 p.m.
Mickey Mouse Club (ABC-111): participating sponsors, Mon.-Fri. 5-6 p.m.
Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11 p.m.
Price Is Right (NBC-167): participating sponsors, Mon.-Fri. 11-11:30 a.m.
Queen For a Day (NBC-161): participating sponsors, Mon.-Fri. 4-4:45 p.m.
Restless Gun (NBC-109): Warner-Lambert (SSC&B), Mon. 8-8:30 p.m.
Search for Tomorrow (CBS-121): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.
Dinah Shore Chevy Show (NBC-176): Chevrolet (C-E), Sun. 9-10 p.m.
Red Skelton (CBS-170): Pet Milk (Gardner), alternating with S. C. Johnson (FC&B), Tues. 9:30-10 p.m.
Danny Thomas (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.
Treasure Hunt (NBC-168): participating sponsors, Mon.-Fri. 10:30-11 a.m.
Twenty-One (NBC-151): Pharmaceuticals (Kletter), Mon. 9-9:30 p.m.
Wagon Train (NBC-165): Lewis Howe (M-E) Drackett (Y&R), Edsel (FC&B), Wed. 7:30-8 p.m.
Lawrence Welk (ABC-198): Dodge (Grant), Sat. 9-10 p.m.
Wells Fargo (NBC-161): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.
What's My Line (CBS-101): Helene Curtis (M-E), alternating with Kellogg (Leo Burnett), Sun. 10:30-11 p.m.
Wyatt Earp (ABC-137): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.
Loretta Young (NBC-163): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

place in total volume of apples sold. The increase in apple business for the Rapid City area amounted to 1,650%. The office was in competition with such metropolitan areas as Portland, Ore., Salt Lake City and Minneapolis.

SUMMER CLEARANCE • Harry M. and Alvin S. Kirson, owners of Kirson's Department Store at Annapolis, Md., experimented with a three-day saturation radio campaign on WIPA Annapolis, utilizing 100 minute announcements across the entire schedule, to advertise the store's annual summer clearance sale. Kirson's checked the test by recording each customer's address and how each learned about the sale. The results: The advertising cost 20% less than in 1957 when only the local newspaper was used, and there was a 10% increase in revenue, with additional effects being felt the following week. The store also reported the campaign resulted in freer spending shoppers in higher income brackets, and shoppers came from a much wider area than ever before. Direct mail promotion was used for the store's regular customers but radio doubled the impact.

AGENCY APPOINTMENTS

Shulton Inc. pharmaceutical division (Thylox medicated hair products), N.Y., presently billing slightly in excess of $500,000, has transferred to Wesley Assoc., N.Y., from Foote, Cone & Belding, N.Y.

Blue Coal Corp., Newark, N.J., appoints Monroe Greenthal Co., N.Y. [AT DEADLINE, July 28].

Popeye Popcorn Div. of Purity Mills Inc., Dixon, Ill., names Headen, Horrell & Wentsel Inc., Chicago.

TV MOVIE MUSIC RIGHTS AT ISSUE

A group of the larger music publishing companies in the U.S. have filed a declaratory judgment in New York federal court, seeking clarification on music rights in feature films sold to television. No damages are sought in the three complaints filed.

Two suits were filed on July 25 and a third last Monday (July 28) by members of the Music Publishers Protective Assn. against C&C Tv Films Inc., tv distributor of the RKO Library, and Holywood Television which distributes some of Republic Pictures' features. It is believed that other suits will follow.

In complaints drawn by Jules T. Abeles, special counsel for MPPA, music publishers are contending that motion picture rights were conditioned only on performance in motion picture theatres and not on tv, that these recording rights were limited to motion pictures and a new license must be obtained for tv. It is conceivable that if the court rules in favor of the publishers, it will pave the way for extremely large damage suits to be filed by the publishers against motion picture and television organizations.

In the past, motion picture-tv interests have asserted that the publishers have no case, since tv performances are governed by ASCAP licenses. The publishers' position is that the performance right differs from the film recording (synchronization) right and any and all ASCAP licensing is always expressly conditioned on and subject to the clearance of all other rights.

While ASCAP represents publishers and songwriters in performance rights of their musical compositions, MPPA is described as "an industry union" of about 400 leading publishers and serves as a "watchdog" over numerous problems and developments in the industry.

Arnold Stream, C&C vice president and general counsel, declined to comment directly on the complaint, pointing out the company would have "several defenses" when the case is brought to court. Aside from the legal issues, he pointed out that C&C films acquired the RKO Library in 1955 and this is the first time that music publishers had sought to establish rights, if any, they may have in feature films.

CNP Cuts Back on Personnel, Says Business Plans Unchanged

Despite a newly-effected cutback in personnel, including some salesmen, at California National Productions effective last Friday (Aug. 1), the NBC tv film subsidiary reports it has not slackened on plans for new product and sales.

CNP will begin shooting within two weeks on a new, 39-episode tv film series, *Flight,* at Norton Air Base in California in cooperation with the U. S. Air Force. In September it will begin syndicating two filmed properties formerly on NBC-TV—*Panic!* and *Hiram Holliday*—through its Victory Program Sales Div. A comedy adventure series, *Hiram* has 26 episodes, while *Panic!,* a suspense series, contains 31 episodes.

An unconfirmed report placed the cutback to be near 30% of its total personnel, or about a 40% reduction in force since the first of this year. A CNP spokesman, however, said the subsidiary's cutback was not that great, pointing out that the reduction was not major and was in line with NBC's previously reported personnel trimming in all operations. CNP reportedly had about 130 people in all offices at the first of the year.

Loew's Has $118 Million Sales For 40 Weeks of Business Year

Loew's Inc. reports earnings of 15 cents per share on more than 5.3 million shares outstanding for a 40-week period ended June 5 of this year and 5 cents per share for the third quarter of the fiscal year. Sales were at a little over $118.4 million in the 40 weeks and nearly $40 million for the third quarter. Comparison earnings are not available because of new accounting methods adopted, the huge movie producer and theatre owner explained.

On the tv front—Loew's operates MGM-TV—summer sales activity brought in business representing more than $1 million in gross revenue over the past seven weeks. A total of 112 stations now telecast feature films from the MGM library—13 stations acquiring various-sized portions in the summer—and 21 stations now have purchased MGM short subjects *(Our Gang* comedies, *Passing Parade).* Latest sales: Features, WOOD-TV Grand Rapids, Mich.; WSPD (TV) Toledo, Ohio; WAVE-TV Louisville, Ky.; WHO-TV Des Moines, Iowa; WXEX-TV Petersburg-Richmond, Va., and WREX (TV) Rockford, Ill. Two Minneapolis sta-

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,272,000 people in the U.S. over 12 years of age during the week July 20-26. This is how they spent their time.

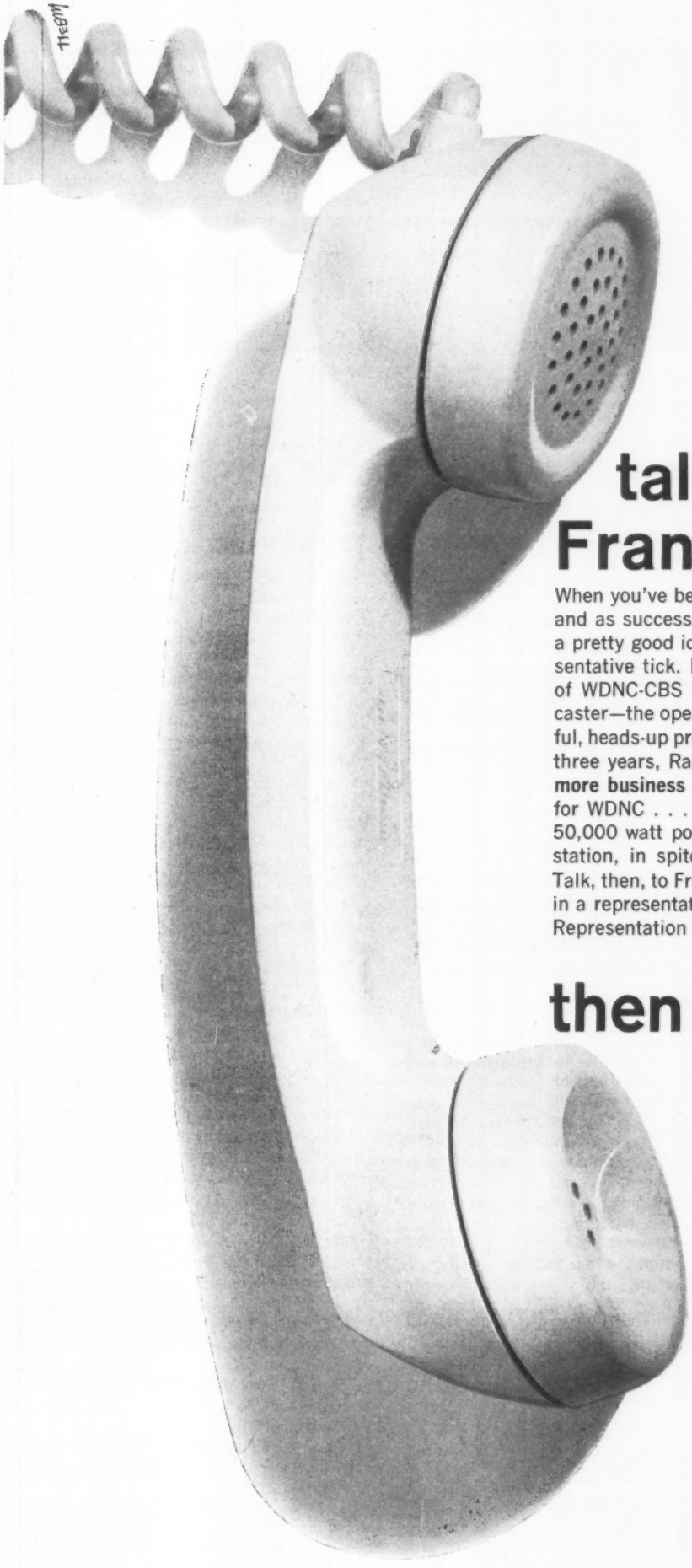
62.9%	(78,796,000) spent	1,387.1 million hours†	WATCHING TELEVISION
58.1%	(72,783,000) spent	987.6 million hours	LISTENING TO RADIO
81.6%	(102,222,000) spent	408.9 million hours	READING NEWSPAPERS
34.7%	(43,469,000) spent	191.9 million hours	READING MAGAZINES
22.9%	(28,682,000) spent	312.9 million hours	WATCHING MOVIES ON TV
43.7%	(54,710,000) spent	231.6 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People, numbers and percentages, are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of July 1, Sindlinger data shows: (1) 109,368,000 people over 12 years of age see tv (87.3% of the people in that age group); (2) 42,371,000 U. S. households with tv; (3) 46,660,000 tv sets in use in U. S.



talk to Frank Jarman

When you've been in the radio business as long and as successfully as Frank Jarman, you have a pretty good idea of what makes a good representative tick. Frank Jarman, general manager of WDNC-CBS in Durham, is a pioneer broadcaster—the operator of one of the most successful, heads-up properties in the South. For the last three years, Raymer Representation has meant **more business every year than the year before** for WDNC . . . a record achieved in spite of a 50,000 watt power station, in spite of a Negro station, in spite of a "hot-rock" independent. Talk, then, to Frank Jarman about what **he** wants in a representative . . . and about what Raymer Representation means to him.

then talk to Raymer

The fact that WDNC has been represented by the Paul H. Raymer Company for more than eleven years is clear proof of Raymer Quality . . . quality in representation sharpened by ingenuity in salesmanship. Talk to Clay Forker, manager of the Chicago Raymer office and you'll get a sharp picture of why Raymer Representation means business . . . more business for stations in major and not-yet-major markets. Bear this in mind — a representative is only as good as its record — today and yesterday — and Raymer Representation has been a hallmark of quality for more than twenty-five years.

THE PAUL H. RAYMER COMPANY
Pioneer Representative Since 1932
New York Chicago Hollywood Atlanta Detroit Dallas San Francisco

tions, KMSP (TV) and WTCN (TV), both purchased the pre-1948 MGM packages, while KSD-TV St. Louis has acquired the shorts.

New O'Keefe Show Being Planned As UA-Tv's Third Tv Offering

Adhering to its policy of producing tv film programming without first shooting several pilot films, United Artists Television Inc. last Tuesday (July 29) announced it would finance and sell to tv its third video series—39 half-hour films under the working title of *The Dennis O'Keefe Show*.

Producing the series is actor O'Keefe's own Cypress Productions Inc., Hollywood. Production supervisor is Les Hafner, executive vice president of Cypress. The shows, billed as a "comedy-drama series," deal with the exploits of a powerful syndicated New York-based columnist and will be written by John Fenton Murray, whose tv credits include *The Gale Storm Show, The Red Skelton Show* and *Texaco Star Theatre* with Jimmy Durante.

UA-Tv already has in or is planning production of Fletcher Markle's *The Young in Heart* (Aries Productions) and *The Vikings* (Bryna Productions). UA officials say the O'Keefe series will be pitched at network advertisers seeking January program replacements.

FILM SALES

Screen Gems Inc., New York, announces its *Sweet 65* package of 39 Universal-International and 26 Columbia feature films has been sold to 25 stations in its three weeks on market. Latest buyers are KRLD-TV Dallas, KONO-TV San Antonio, WNAC-TV Boston, KOOL-TV Phoenix, KUTV (TV) Salt Lake City, WFBM-TV Indianapolis, WTIC-TV Hartford and KAKE-TV Wichita, Kans.

ABC Film Syndication reports its "Special Six" packages of J. Arthur Rank feature films have been sold to WCBS-TV New York; WBBM-TV Chicago; WHDH-TV Boston; WMAR-TV Baltimore; WTVJ (TV) Miami; KPRC-TV Houston; KHQ-TV Spokane; WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; WFBG-TV Altoona, Pa.; WLBR-TV Lebanon, Pa., and WNBF-TV Binghamton, N. Y.

ABC Film Syndication has reported that second-year cycle of its *26 Men* half-hour tv film series has been sold in 21 markets, including renewal in nine New England markets by H. P. Hood & Sons (dairy), Boston. Station sales, according to Phil Williams, vice president in charge of syndicated sales, have been made in 12 western markets. First year's cycle of 39 films are being dubbed in Spanish in Mexico City, and will be sold in Latin America under title of *26 Hombres*. Series has been sold for fall start to WAPA-TV San Juan, P. R., and YSU-TV San Salvador, El Salvador.

Associated Artists Productions reports following sales WTVK (TV) Knoxville purchased segments of Gold Mine Library (75 features are post-1948's) as did WSAV-TV Savannah (Movielands and westerns only), WMBD-TV Peoria (Movielands only); WTAR-TV Norfolk (Candid Cameras) and KVAL-TV Eugene, Ore. (Gabby Hayes and Johnny Jupiter packages). WFMJ-TV Youngstown and WBAY-TV Green Bay renewed for Popeye cartoons.

ON CAMERA

Anso Productions, Hollywood, in association with Desilu, is now in production of *The Ann Sothern Show* at Desilu Gower Studios. Series will debut on CBS-TV Oct. 6.

Wilbur Stark and Jerry Layton start production of new comedy series, *Colonel Flack,* starring Alan Mowbray. Series will be distributed by CBS Television Film Sales.

Walter Emeson Productions begins videotaping of pilot program of new half-hour tv series titled *The Evelyn Rudie Show.* Starring eight-year-old **Evelyn Rudie,** series will feature singing and dancing by star as well as interviews with guesting youngsters. **Jack Scott,** KTTV (TV) Los Angeles, will direct show.

Warner Bros. Pictures Inc., Burbank, Calif., goes into production of "The Alphabet Conspiracy," hour color film in Bell Telephone System's tv sciences series.

Screen Gems Inc., Hollywood, in association with Ben Feiner Jr., starts filming of *Ed Wynn Show* with teleplay, "The Crossing Guard." Already completed or in preparation are 12 additional scripts for family situation comedy series starting on NBC this fall.

Mark VII Ltd., Hollywood, begins camera work on pilot of *The D.A.'s Man* in New York. Show is based on experiences of veteran special investigator in N.Y. district attorney's office.

AF HELPS 'CANYON' BREAK TV CLEARANCE BARRIER

Clearance is one of the built-in problems for the tv program producer. In addition to the normal give and take between writer and director, there's the NAB Tv Code to be considered and the continuity acceptance rules of the network, if it's a network series. And always there's the advertising agency, constantly on the alert for anything that might inadvertently offend some part of the consuming public or, even worse, get in an unintentional plug for a competing product.

But these are a normal part of the tv program business. Not so normal is the position of Pegasus Productions and its new series, *Steve Canyon,* now in production at the Universal-International lot for a Sept. 13 premiere on NBC-TV as a weekly half-hour (Sat., 9-9:30 p.m.) for Chesterfield cigarettes.

This series deals with an Air Force pilot and his adventures are naturally of some concern to the U. S. Air Force, which wants to be sure that the tv audience will get a factual, realistic picture of the Air Force and its men. Also, since the producers are endeavoring to make their programs as up-to-date as possible (one deals with a supersonic jet plane that is launched from a truck, a development still being tested), the Air Force is concerned about the inadvertent release of classified information.

"Clearance could present a real problem for us," Mike Meshekoff, co-producer of the series, with David Haft, said last week. "We have to clear the initial conception of each program with the Air Force. Then we clear the basic outline and then the script itself. Finally, the Air Force gets to look at the film itself, before it is turned over to NBC-TV.

"This would present an impossible situation if we had not found the Air Force more than cooperative. Gen. Luehman's office [Maj. Gen. Arno H. Luehman is director of information services for the Air Force] has been ideal to work with. The men assigned to work with us are experienced in the production of motion pictures.

Air Force cooperation is also essential to the partners in Pegasus Productions for their *Steve Canyon* series because much of the in-the-air footage shown in the telecasts is taken from the Air Force's own films. The remainder comes from films made by the various aircraft companies who build the Air Force planes. "We go through thousands of feet of films to get what we need for a few minutes of air time, Mr. Meshekoff said. "Sometimes part of a film is declassified but the rest still classified and unavailable to us. Sometimes the picture can be used but the sound track is still classified."

"With this series," Mr. Haft commented, "we're walking the fine line between documentary tv and space fiction, between the accuracy demanded by the Air Force and the dramatic impact required to make the general public watch these stories week after week. Women viewers are particularly important to the Air Force because they are the mothers and sweethearts of young men who may consider an Air Force career."

As part of the process in keeping the series true to life, Sidney Carroll, story editor for *Steve Canyon* and writer of some of the scripts, toured Air Force installations soaking up the atmosphere of the bases and the language of the men, which enables him to brief other writers and to edit their scripts to make them authentic, the producers said.

They credited the Air Force with suggesting many of the story lines used in the series, in addition to supplying film footage (which the producers pay for) and clearance. "We're delighted with their cooperation," they stated. "We'd envisioned miles of red tape and instead we've had prompt and sympathetic cooperation."

TWIN IMPACT

DENVER . . . KMYR dominates the 15 station Denver market, serving over 1,300,000 people with coverage where it counts. Proof—Hooper (May-June, '58) number 1 morning and afternoon; Pulse (May, '58) number 2 morning and number 1 afternoon. A vital force in selling today's Denver with 5000 Watts at 710 kcs. See Adam Young or chat with General Manager Chic Crabtree.

OMAHA . . . KOIL is undisputed No. 1 in the Omaha area—Proof—Hooper (May-June, '58) 41.8 share morning and 42.8 share afternoon; latest Trendex 42.2 share morning and 39.5 share afternoon; Pulse (May, '58) dominant first morning and afternoon. Your Star Station, serving over 875,000 people, is a must buy station. See Avery-Knodel or Station Manager James H. Schoonover.

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — *President*

★ **KOIL — Omaha**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

★ **KMYR — Denver**
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

★ **KWIK — Pocatello**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

ABC-TV'S 'DAYBREAK' GETS UP MORE STEAM

- **Coverage minimum assured**
- **Programs five-sixths sold**

ABC-TV's new "Operation Daybreak" saw bright sunshine last week.

The network passed the minimum requirement in station acceptances of the plan and also brought the number of "Daybreak" advertisers up to 10.

Authorities said affiliates with coverage representing more than 80% of U. S. television homes had indicated they would clear for "Daybreak" programming. Original sponsorship agreements had been contingent on this minimum coverage figure.

"Daybreak" programs became approximately five-sixths sold out through the addition of Lever Bros. and General Mills and "Charter" sponsors, and lesser purchases by Sunshine Biscuit and Shulton Inc.

The charter plan calls for discounts of 50% for advertisers ordering as much as four quarter-hours a week for 26 weeks. This is what Lever ordered, through Foote, Cone & Belding, according to agency sources. The exact extent of the General Mills purchase, through Dancer-Fitzgerald-Sample, was not disclosed immediately, but D-F-S authorities indicated it was at least enough to meet the charter requirements.

Lever's purchase, it was indicated, will be allocated among Pepsodent, Air Wick and Imperial margarine, all handled by FC&B, and Wisk detergent, handled by BBDO.

Sunshine Biscuit, through Cunningham & Walsh, is taking one quarter-hour on alternate weeks, using leftover budget money, according to agency officials. "Daybreak" programming is slated to start Oct. 6, and C&W officials said the Sunshine purchase would carry through the end of this year, at least. Sunshine also sponsors segments of the daytime *Price Is Right* and *Tic Tac Dough* on NBC-TV.

Shulton plans to use an as yet unspecified number of quarter-hours of the *Peter Lind Hayes and Mary Healy Show* for special promotions in October and December, according to authorities at Wesley Assoc., which handles the account. Current plans call for Shulton's "Desert Flower" toiletries special to be promoted in October and the Shulton gift line during the pre-Christmas period. The "Daybreak" purchase also ties in with Shulton's alternate-week sponsorship of ABC-TV's nighttime *Donna Reed Show* (Wed., 9-9:30, effective Sept. 24), Wesley sources indicated.

In addition to its "Daybreak" purchase Shulton also bought into ABC-TV's daytime *American Bandstand* (Mon.-Fri., 4-5 p.m.), effective in the fall.

"Daybreak," designed to get ABC-TV established in daytime programming at one swoop, involves three hours a day between 11 a.m. and 3:30 p.m., Monday through Friday. Network officials said last week only two programs had been definitely set. One is the Hayes-Healy half-hour, probably around noon; the other is Liberace, probably about 1 p.m. "Daybreak" hours are 11-11:30 a.m.; noon-1:30 p.m., 2-2:30 and 3-3:30 p.m., all local clock times except in the mountain states, where the programs will be carried one hour earlier.

The six advertisers previously set are General Foods, American Home Foods, Bristol-Myers, Johnson & Johnson, Drackett and Beechnut-Lifesavers, all through Young & Rubicam. Y&R Vice President and Media Relations Director Peter G. Levathes has been credited with a key role in devising the "Daybreak" plan. The six Y&R purchasers represent 40 of the 60 weekly quarter-hours involved in the project, and General Foods accounts for 20 of the 40.

'HOUSEWIVES' OUSTED

"Operation Daybreak" looks rosy to ABC-TV (see adjacent story), but for one of the network's owned stations it means the end of a profitable special sales plan. WABC-TV New York's "Housewives Special" sales format, offering advertisers a minimum saturation campaign of 21 spots a week in local daytime films, has brought in $750,000 in business from 57 advertisers since it was introduced last September, according to WABC-TV officials. But last week Robert L. Stone, vice president in charge of the station, announced the plan was being discontinued as of Aug. 1 (but with current users protected for the length of their contracts.) Principal reason for the cancellation: The network's "Operation Daybreak" will cut down the amount of local time available—plus which, officials expect stepped-up demand for adjacencies to the network "Daybreak programs." These adjacencies will be sold under another sales plan, called the "7-14."

Fund Extends Wallace Six Weeks With Firmer Control of Content

As The Fund for The Republic and ABC-TV decided to continue for an additional six weeks the Mike Wallace interview *Survival and Freedom* series effective with the July 27 program:

- Renewal—making it a total 19-week run for the series—came with ABC-TV reportedly adding an amendment to its contract with the fund giving it firm control over the content of the program that is taped in advance of telecast.
- Fund spokesmen indicated that the future of the series beyond the additional six-week period would hinge on "developments" during that time.

Because of a series of misunderstandings between the fund and the network, the future of the program had been questionable [NETWORKS, June 30, 23].

The fund underwrites a production cost of $3,846 weekly. ABC-TV donates time.

Tv Networks Up 12.9% In First Half's Sales

Television network gross time billings for the first six months of this year were up 12.9% over the corresponding period last year. Total for all three networks: a little over $283 million and a $32.4 million rise over the January-June period in 1957. (See box for complete breakdown.)

In releasing the network tv gross figures prepared by Leading National Advertisers and Broadcast Advertisers Report, Norman E. (Pete) Cash, president of Television Bureau of Advertising, hailed the report last week as denoting "a record of continued growth in a period when other major media showed definite declines and represents a hearty endorsement of television by advertisers whose main concern these days is to get the maximum benefit for dollars spent in advertising."

The half-way mark increase applied to each of the networks. ABC-TV was up 28.7% in the six months; CBS-TV was ahead 6.2% and NBC-TV gained 14.5%.

June was a 10.8% gain over the corresponding month last year for all networks; individually, ABC-TV was up 15.2%, CBS-TV 7.5% and NBC-TV 12.9%. Highest billing months during the year for the three networks combined were January and March; the lowest were February and June.

At no time during the six months did CBS-TV fall lower than $19.4 million in monthly gross time billing. NBC-TV's monthly floor was $16.6 million (in June) and ABC-TV's was $7.3 million (also June). Top billing months for the networks: March for ABC-TV, January for CBS-TV and March for NBC-TV.

YEAR'S FIRST HALF AT TV NETWORKS

	JUNE			JANUARY-JUNE		
	1957	1958	% Change	1957	1958	% Change
ABC-TV	$ 6,413,708	$ 7,387,586	+ 15.2	$ 40,095,218	$ 51,617,801	+ 28.7
CBS-TV	18,356,892	19,733,057	+ 7.5	116,762,487	124,047,416	+ 6.2
NBC-TV	14,746,537	16,648,462	+ 12.9	93,799,504	107,406,232	+ 14.5
TOTAL	$39,517,137	$43,769,105	+ 10.8	$250,657,209	$283,071,449	+ 12.9

1958	ABC-TV	CBS-TV	NBC-TV	TOTAL
JANUARY	$9,168,609	$22,094,015	$18,344,111	$49,606,735
FEBRUARY	8,441,988	19,410,741	16,785,315	44,638,044
MARCH	9,402,407	21,211,070	18,874,597	49,488,074
APRIL	8,739,456	20,628,511	18,283,379	47,651,346
MAY	8,477,755	20,970,022	18,470,368	47,918,145
JUNE	7,387,586	19,733,057	16,648,462	43,769,105

ANOTHER FABLE OF PROFITS*

(What separates you chaps from the wheat)

ONCE UPON A TIME there was a station manager who had nothing to be thankful for. He had sown his seed on fallow ground. No matter how he approached the problem, his efforts were fruitless.

Came Lammas Night, after many unproductive days in the field, he met the friendly Bolling man who was rejoicing at the abundance of the harvest. This astute fellow showed him how to prepare the ground, plant the seed and reap the bumper crop.

Today, he is gathering the largest harvest* in his history.

The moral of this story is . . . you *can* teach an old farmer new tricks.*

**To reap rare returns write us.*

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO · BOSTON · LOS ANGELES · SAN FRANCISCO · DALLAS

AB-PT Profits Rise In Quarter, Half Year

Profits were up for both the second quarter and the first six months at American Broadcasting-Paramount Theatres, owner-operator of broadcast and theatre properties.

AB-PT President Leonard H. Goldenson reported Thursday (July 31) that the company's estimated net operating profit for the second quarter was 24% higher than the same quarter last year, totaling $1,188,000 or 27 cents a share.

Estimated consolidated earnings, including capital gains, for the first six months were $3,265,000 or 75 cents a share compared with $2,793,000 or 63 cents a share last year, and net operating profit at $3,042,000 or 70 cents a share compared with $2.7 million or 61 cents a share in 1957.

Mr. Goldenson said both the AB-PT broadcasting (ABC) and theatre divisions "showed improvement." In his report, President Goldenson also informed stockholders that "advertisers have been somewhat cautious in making commitments in radio and television with all the networks because of general business conditions.

"As to ABC-TV's competitive position among the networks, we expect that it will continue to improve."

Mr. Goldenson observed that ABC-TV "has taken a major step in its development in substantially expanding its programming in the daytime period starting in October with six new one-half hour programs each day, Monday through Friday.

"With this broadened programming structure, ABC-TV becomes a more fully competitive network and more attractive to all network advertisers, approximately 62% of whom sponsor daytime programs. This new schedule has already been endorsed by important advertisers [also see page 44]."

In the only additional reference in the report to theatre business, Mr. Goldenson found the summer season "has become best theatre period." He listed a number of new motion pictures which are slated for summer play by theatres.

WJW-NBC Affiliation Ceremony Hears Pitch for Network News

A two-day trans-Atlantic interconnection linking Cleveland with NBC news bureaus in London and Paris was used last week (July 30) to highlight WJW's new affiliation agreement with NBC Radio.

At a luncheon attended by more than 200 local civic and business leaders, Matthew J. Culligan, vice president in charge of NBC Radio, and Reginald P. Merridew, managing director of WJW Radio, used the demonstration to emphasize their remarks which underscored superior news facilities provided by network radio.

Mr. Culligan asserted "the juke box music and noise radio stations have been strangely quiet recently as world events have proved the essentiality and superiority of radio network in news, news analysis and commentary. . . . No amount of echo chambers, clanging machines and clarion calls can obscure the fact that their dreary rehashes of wire service reports are shockingly inadequate in the coverage of the current critical events which are shaping our lives.

HANDCLASPS *to mark WJW Cleveland's new affiliation with NBC* [NETWORKS, *June 30*] *are given by (l to r) R. P. Merridew, managing director, WJW; Matthew J. Culligan, vice president in charge of operations, NBC Radio; William E. Rine, vice president in charge of radio operations, Storer Broadcasting Co. (station licensee), and George Graham, promotion-special events manager, NBC Radio. The picture was taken last Wednesday (July 30) at the Hotel Statler, Cleveland, during WJW's inaugural luncheon as an NBC affiliate. NBC's Cleveland affiliate previously was WHK, owned by Metropolitan Broadcasting Corp.*

Network affiliates have been giving their audiences live, on-the-spot coverage of these events as they happen, with all the drama of eyewitness frequency."

PRIMARY AFFILIATION of WJRT (TV) Flint, Mich., with ABC-TV was announced last Thursday by John Patt, president of the station, and Oliver Treyz, president of ABC-TV. WJRT, on ch. 12, is scheduled to go on the air about Oct. 1. It is owned by Goodwill Stations Inc., owner of WJR Detroit (longtime CBS Radio affiliate). At contract signing in picture above are Messrs. Patt and Treyz (l to r seated) and (l to r standing) Worth Kramer, vice president of WJRT, and Ralph Hatcher and Bob Coe, of ABC-TV station relations.

Cranton Named by ABC Radio

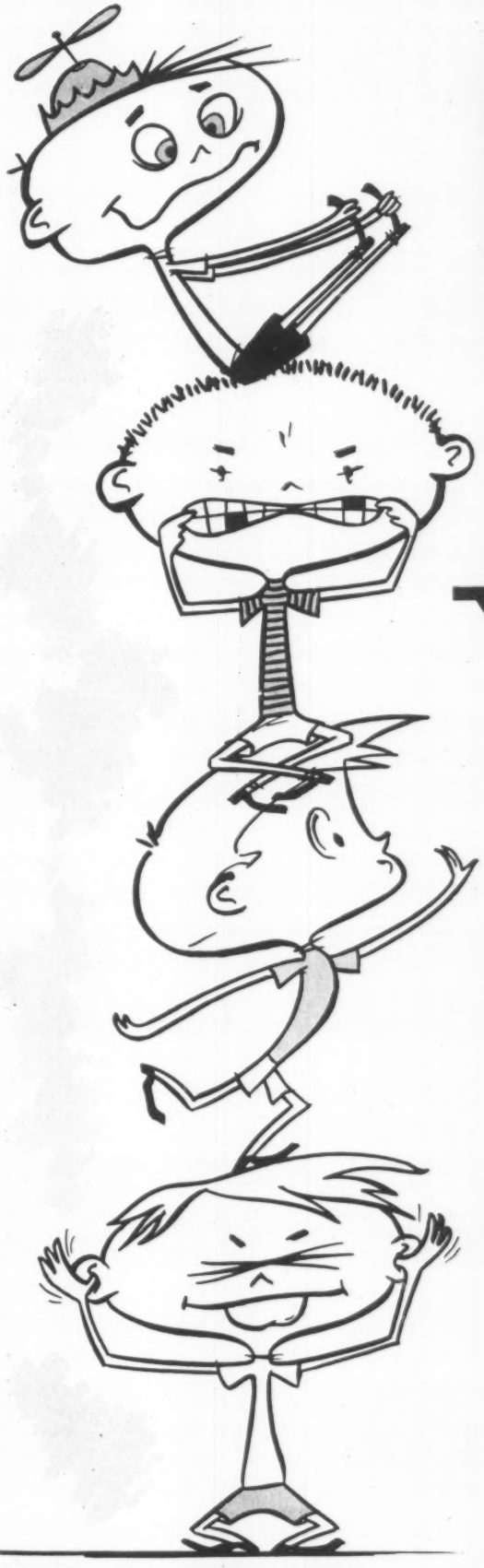
Harold S. Cranton, sales presentation specialist at NBC-TV since 1954, last week was named director of ABC Radio sales development and research. He succeeds Hank Levinson, transferred to ABC-TV sales development department. Mr. Cranton, who began at NBC as a sales presentation writer, also has held the posts of supervisor of tv sales presentations, and manager of plans presentations (NBC corporate planning). Prior to joining NBC, Mr. Cranton was with RAB and CBS Radio Spot Sales.

MR. CRANTON

$256,000 'Matinee' Fund Raised

"Our latest audit reads $256,000," Ruth Conte, trustee of the Foundation for the Preservation of *Matinee Theatre* and Favorite Television Programs, has announced in a progress report to tv editors. "The voices of these enchanted and irate viewers are slowly but surely rising in protest of what has and what is happening to tv programming," she declared.

Among the protestants, Mrs. Conte re-



WAKY's

got 'em

WACKY

in Louisville!!

*From 10.1% to 37.5% in just ten days!**

Not even Tim-Tam set a pace in Louisville like WAKY, the newest of the McLendon and John Blair stations . . . a 274% increase in audience in just ten days! On Wednesday, July 9th, Louisville's WGRC became WAKY and Louisville simply went wacky over WAKY. Incidentally, that's the way we pronounce it on the air . . . wacky.

On July 18th, just ten days after WAKY began broadcasting, Hooper completed its survey showing WAKY with —37.5% of Louisville listeners . . . next highest station —13.8% . . . a new world's record in Louisville!

With 5,000 big watts at the choice seven-ninety spot, WAKY is the first aisle on Louisville dials — choicest of all Louisville frequencies, with resultant remarkable coverage of 47 counties in Kentuckiana.

Warning to timebuyers: Don't accept old rating figures . . . demand to see surveys made *after* July 9th . . . the date WAKY roared into Louisville.

WAKY has run away with Derbytown's radio day!

* ***C. E. Hooper, Inc. July 14-18, 1958***

Bulletin: Latest Trendex (July 21-26) Shows WAKY rocketing to 49.1%, second station 13.1%!

WAKY

IN McLENDON OWNERSHIP WITH:

KLIF DALLAS | **KILT** HOUSTON | **KTSA** SAN ANTONIO | **KEEL** SHREVEPORT

all five represented by **JOHN BLAIR & CO.**

Two-way Moscow censorship can leave a newsman high and dry

BY IRVING R. LEVINE
Moscow correspondent, NBC

On a recent morning the BBC newscast heard in Moscow announced that the United States had launched a new earth satellite. Accepting this as fact, I used it a few hours later in my daily broadcast as a peg for mentioning the number of trips around the world accumulated by the sole Soviet sputnik in orbit at that time. When I finished feeding my spot, William Fitzgerald, the man at the other end of NBC in New York, said in restrained understatement, "By the way, we don't have a new satellite. It went up but it failed to orbit."

Luckily my broadcast "spots" were being tape recorded in the New York newsroom for use on hourly shows later in the morning. Nonetheless, this incident illustrates one of the chronic problems of a correspondent in Moscow—that of keeping up with what's going on in the outside world.

The daily Soviet newspapers and Moscow Radio are virtually no help. There's a lag of about 24 hours in the publication of even the most momentous events unfolding abroad—when, of course, Soviet editors choose to mention the event at all. Part of the lag is mechanical; [censored]. Furthermore, without the competition of privately owned press and radio, there's no incentive to be first with the news.

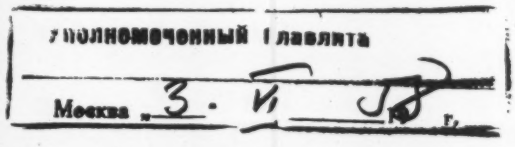
Shortwave radio provides the most important means of contact with world news for the 13 American correspondents now stationed in Moscow (three for AP, three for UPI, two for the *New York Times*, and one each for the *New York Herald Tribune*, the *Christian Science Monitor*, the *Baltimore Sun*, CBS and NBC). But atmospherics [censored] make listening to the BBC—and less often readable, the Voice of America—an undependable way of keeping informed. English-language news broadcasts are not [censored] jammed by the Russians as are transmissions by the Voice, Radio Free Europe and other foreign stations in the languages of the U.S.S.R. However, it's so difficult to tune in on even an English-language newscast through the bands of cacophonous [censored] extraneous noise that Moscow is one of the few places in the world where foreign correspondents ask each other about what's happening "on the outside" as much as they do about what's happening right here.

The problem is not confined to correspondents. Diplomats share it. It's no secret that our American Ambassador Llewellyn Thompson has found himself stumped on occasion for an appropriate reply when confronted with a quizzical remark by Soviet Foreign Minister Andrei Gromyko at a diplomatic reception or even when summoned to the foreign ministry. Naturally, as is any government, Soviet authorities are advised quickly by radiogram from their diplomats abroad about any significant events. Mr. Thompson's complaints on this vacuum finally moved Washington to provide a daily radioed news report to the Moscow embassy. This is mimeographed and made available to correspondents, as is a stenographic recording of the morning BBC by the British embassy, but the mechanics of putting out these sheets delays them until late in the afternoon.

There are other ways for keeping in touch with the world beyond Russia's frontiers. The NBC newsroom, for example, dispatches to me a daily summary cable of headlines from the New York morning papers. This is extremely useful and almost every week furnishes a lead for writing a reaction story from Moscow or provides guidance in writing an interpretive script. However, as on the morning of the ill-fated American satellite, the "play cable" from NBC arrives hours after I've already fed my quota of news spots on my regular daily circuit at 1:05 p.m. Moscow time (which, with Daylight Savings, is 6:05 a.m. in New York). On a rough average, cables from New York take three hours for delivery, accomplished by an old woman who makes her rounds in a chauffeured, Austin-size "Moskivitch," smallest of the automobiles manufactured in the U.S.S.R. Not uncommonly the time consumed in getting a brief cable from Moscow to New York is much longer. [Censored.] All news stories (in whatever form, whether as scripts or cables) must be submitted to a censor whom the correspondent never sees and can not reason with. Incidentally, incoming cables are not subject to deletions, [censored].

As for newspapers from abroad, they are delivered rather expeditiously and the airmail edition of the *Paris Herald Tribune* has been know to arrive in Moscow on the afternoon after the day of its publication. The airmail *New York Times*, published in Amsterdam, takes somewhat longer.

Even so, newspaper delivery is a great deal faster than letters. On the average, an airmail letter from New York takes eight days to reach its Moscow addressee. In three years in the Soviet capital I've received a number of letters in five days, and the longest time was 25 days for an airmail letter from Len Allen, manager, NBC tv news assignments. Delays such as this can prove mighty embarrassing as when a letter suggests special radio and film coverage of a visiting American educational delegation long after the delegation has come to Moscow and gone.



The stamp listeners can't see

Irving R. Levine, veteran on the postwar Kremlin beat, describes the uncertainties of getting news leads in a capital "where foreign correspondents ask each other what's happening 'on the outside' " as much as about what's happening on the scene. Mr. Levine's text (censored) appears above.

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ported, are the wives of two tv advertisers, Mrs. Ben Gerber (Gerber baby foods) and Mrs. William Black (Chock Full o' Nuts coffee), who bought space in the *New York Times* to reprint a syndicated column devoted to the foundation and its objectives.

The foundation was organized to prevent the demise of *Matinee Theatre* after NBC had announced that it would be discontinued June 27, hoping that contributions from listeners could keep the hour-long five-day-a-week afternoon live colorcasts on the air [NETWORKS, May 5]. "NBC successfully frustrated every attempt by the foundation to buy time on *Matinee Theatre*," Mrs. Conte said.

NETWORK SHORTS

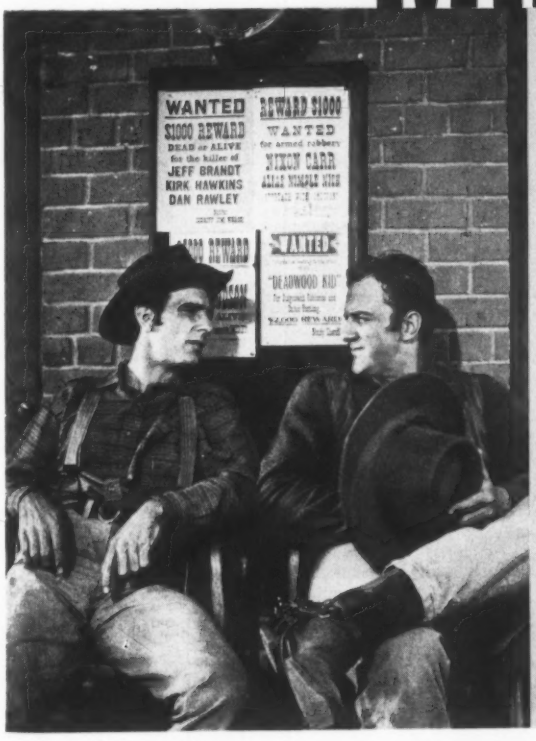
ABC-TV announces new two-year primary affiliation with WAVY-TV Norfolk, Va., effective Jan. 1, 1959. Station has been affiliated with network since Sept. 1, 1957. As of Sept. 1 this year WAVY-TV will clear all ABC shows live. Station owner is Tidewater Teleradio Inc.

Keystone Broadcasting System announces addition of eight stations to its affiliates list. New KBS affiliates are KRKC King City and KNEZ Lompoc, both Calif.; KUBG Montrose, Colo.; WCHF Canton, Ga.; KANO Anoka, Minn.; KNPT Newport, Ore.; WAIM Anderson, S. C., and KWYR Winner, S. D.

Intermountain Network report on network sales for first five months of 1958 shows total gross sales up 25% over same period one year ago, total national spot sales up 36%.

NBC-TV's series of filmed conversations seen on network's *Wisdom* series scheduled for presentation in book form for fall publication by Norton Pub. Co., N. Y.

"WHAT'S IT ALL ABOUT MR. DILLON?"



"Well, Chester, seems they got another one of those ARB ratings down in Shreveport, and I reckon you, Doc, Kitty and I can be mighty proud 'cause our show came in first place. In fact, the station we're on, KSLA-TV, got 8 of the TOP 10 shows . . . and 18 of the TOP 25.

And it led the audience in 227 out of 414 quarter hours in the week.

It's great to be a part of the number one network, Chester, but something else that impresses folks about KSLA-TV is the way it originates a lot of shows on its own designed for people right there in the Ark-La-Tex. Its local news and weather, for instance, have always been the ones most people prefer. (33.6 to 13.4 at 6:00 PM).

Well, that oughta take care of any confusion you might have had about ARB ratings in Shreveport. Care to amble over to the Long Branch for a spell?"

KSLA TV

basic CBS *channel* 2 *shreveport, la.*

Represented by PAUL H. RAYMER CO., INC.

PURSE-SUASION

hammers your message home

20 times a week

at an economy-figure comparable to the time-and-talent cost of one daytime network quarter-hour.

IMPACT IMPACT IMPACT IMPACT

Twenty sales-messages every week – rotated to reach a station's entire daytime audience. That's PURSE-SUASION, combining the persistence of saturation with the triple impact of *sight* plus *sound* plus *motion*—the impact only television can deliver. Advertisers have been quick to recognize *and use* this new selling tool. Check with your Blair-TV office now for the full story of PURSE-SUASION, the effective way to hammer your sales message home.

BLAIR-TV *Televison's First Exclusive National Representative*

NEW YORK	CHICAGO	BOSTON	DETROIT	JACKSONVILLE
TEmpleton 8-5800	SUperior 7-2300	KEnmore 6-1472	WOodward 1-6030	ELgin 6-5770
ST. LOUIS	**DALLAS**	**LOS ANGELES**	**SAN FRANCISCO**	**SEATTLE**
CHestnut 1-5686	RIverside 1-4228	DUnkirk 1-3811	YUkon 2-7068	MAin 3-6270

BLAIR-TV Represents:
WABC-TV — New York
WBKB — Chicago
KTTV — Los Angeles
WFIL-TV — Philadelphia
WXYZ-TV — Detroit
WHDH-TV — Boston
KGO-TV — San Francisco
WIIC — Pittsburgh
KTVI — St. Louis
WEWS — Cleveland
WJZ-TV — Baltimore
KFJZ-TV — Dallas-Ft. Worth
WNHC-TV — Hartford-New Haven
KING-TV — Seattle-Tacoma
WPRO-TV — Providence
WCPO-TV — Cincinnati
KGW-TV — Portland
WDSU-TV — New Orleans
WFLA-TV — Tampa-St. Petersburg
W-TEN — Albany-Schenectady-Troy*
WBNS-TV — Columbus
WMCT — Memphis
KFRE-TV — Fresno
WOW-TV — Omaha
WNBF-TV — Binghamton
WFBG-TV — Altoona
**effective August 1, 1958*

DIVERTING ACTION IN SPECTRUM PROBE

Military asks all allocations, FCC itself, be included in study

The military (with White House endorsement) made a surprise move in its allocations strategy last week—a flanking action to turn the Senate-passed military spectrum probe away from its own channels and, instead, against (1) all spectrum allocations and (2) the FCC itself.

Involved in last week's maneuvers: President Eisenhower, the Office of Civilian & Defense Mobilization, Rep. Oren Harris (D-Ark.) and the FCC. The armament: an Executive-proposed amendment to identical resolutions introduced by Sen. Charles Potter (R-Mich.) and Rep. William Bray (R-Ind.).

The amendment, signed by OCDM Director Leo A. Hoegh and endorsed by a letter from the President, would expand the proposed commission to include a study of the entire spectrum and "the administrative organization and procedures for discharging" provisions of the Communications Act (meaning the FCC).

Proponents of the two resolutions (SJ Res. 106 and HJ Res. 381) as now written were somewhat dubious of the new proposal. The feeling was prominent that if the amendment is written into the bill, emphasis will be shifted from a study of whether the military can relinquish some of its presently assigned space to an effort by the military to "appropriate" space currently assigned to broadcasting. Such a move long has been feared [LEAD STORY, Aug. 12, 1957, *et seq.*].

Ike has plan . . . . . but Potter, Bray have doubts

Development began last Monday (July 28), when President Eisenhower sent a letter to House Speaker Sam Rayburn (D-Tex.) in which he "suggested" that there be an expansion of the purpose of the proposed five-man commission. The President said changing technology and needs present problems in the telecommunications field which require a searching examination. The situation, he said, is complicated even more by satellite and defense developments.

Noting that Senate passage of the Potter resolution had been called to his attention, the Chief Executive said he believed a more vital contribution could be made if duties of the commission were broadened. He said he was convinced the study should not limit itself to radio-tv frequencies allocated to the government, but should include non-government users as well. Furthermore, he wrote, it was his view that any study of this type should include an examination of the administrative and procedural arrangements which now exist with respect to the allocation, management and control of frequency space.

The President ended with advance warning that Mr. Hoegh would suggest such changes as may be necessary to accomplish the President's recommendations.

OCDM's suggested amendments were sent to the Speaker Tuesday. Mr. Hoegh wrote: "I believe that the President's purpose could be accomplished by the following amendments to S J Res 106:

"1. The title should be amended to read as follows: 'Joint resolution to establish a commission to investigate the allocation, management and control of radio and television frequencies.' [The title now specifies a study of frequencies allocated to the federal government only.]

"2. Sec. 2 (a) should be amended to read as follows: 'It shall be the duty of the commission to conduct a thorough and comprehensive study and investigation of the allocation, management and control of bands of radio and television frequencies under the provisions of the Communications Act of 1934, as amended, with a view to determining (1) how such frequencies may be utilized to the maximum degree possible, (2) how planning should be undertaken to take advantage of technological change in achieving maximum use of the frequency spectrum, (3) whether any (and if so how much) of such frequencies may, in the public interest, be re-allocated to other uses, (4) the likely future requirements of the various non-governmental users and agencies and instrumentalities of the federal government for radio and television frequencies, (5) the changes, if any, that should be made in existing administrative organization and procedures for discharging the federal government's responsibilities in this field."

Present language of Sec. 2 (a) of the Potter-Bray resolutions calls for a study of space allocated to the government with a view to determining if it is being efficiently utilized, whether some can be re-assigned for commercial use and possible future needs of the government.

While the authors of the legislation were not consulted on the Executive recommendation, FCC Chairman John C. Doerfer was. Comr. Doerfer made two trips to the White House early last week for a briefing on the amendment. Among those he conferred with were Mr. Hoegh, Presidential Assistant Sherman Adams and Gordon Gray, director of ODM prior to its consolidation with civil defense the first of July. Mr. Gray who owns the Winston-Salem (N. C.) *Journal Sentinel* and controls WSJS-AM-FM-TV Winston-Salem, is now assistant to the President for national security affairs.

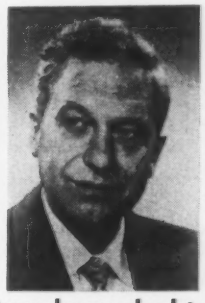
Speaker Rayburn forwarded the Executive recommendations to Rep. Harris, in whose House Commerce Committee the spectrum study resolutions are pending. Rep. Harris, in turn, sent the amendment to the FCC for comment Wednesday morning. He promised speedy committee action if the Commission was prompt in its reply.

The Commission was prompt indeed. It sent a hand-delivered endorsement (although it is understood some commissioners had certain misgivings) to Rep. Harris the same afternoon. It was pointed out during the Commission's consideration of the amendment, that under the new language, the proposed commission could recommend legislation abolishing or radically changing the FCC.

However, despite current, widespread criticism of the FCC as a result of the Legislative Oversight investigations, and an already drafted "ripper" bill completely abolishing the FCC in the hands of the Senate Commerce Committee [GOVERNMENT, Mar. 17], the FCC did not feel such a proposal is likely to be made.

The FCC, over Chairman Doerfer's signature, told Rep. Harris it favored the original resolution and was in accord with the amendment to include all of the spectrum and its administration in the study.

Rep. Bray was not enthusiastic about the Executive move. He said an expansion of the study was unnecessary because the FCC currently has the authority and facilities to re-evaluate its assignment of spectrum space (i.e., pending studies of 25-890 mc and above 890 mc assignments). The Indiana Republican questioned the military's motive and exact meaning of the amendment's language.



Sen. Potter, whose resolution cleared the Senate unanimously without debate a fortnight ago [GOVERNMENT, July 28], also was not sure about OCDM's motives. He called for the House to hold hearings to clarify the exact meaning and purpose of the amendment before it was reported out. However, Sen. Potter said, he would not object to an all-inclusive study if it did not play second-fiddle to an investigation of the administration of the Communications Act, a fear he expressed might happen.

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee and strong supporter of the Potter resolution, said that if the amendment is adopted, the military-allotted spectrum study still should receive priority. He said that is the original intent of Congress and the paramount need.

Possibility of expanding the commission's

purpose has been kicked about in congressional cloakrooms for sometime. At the time Sen. Potter's resolution was introduced over a year ago [GOVERNMENT, June 24, 1957] ODM entered an objection on the grounds it was unnecessary and would cover ground already gone over in a 1956 classified study. ODM also said at that time if such a commission were set up, its scope should encompass the entire spectrum.

940 Kc, 1550 Kc Now Open for Daytime Use

The FCC last week opened up clear channel frequencies 940 kc and 1550 kc for daytime stations—notwithstanding its prohibition on processing daytime applications on Class 1 frequencies pending solution of the long-pending daytime skywave case.

The Commission ordered that the two frequencies be exempted from the rule deferring action on applications involving clear channels. Although 940 kc and 1550 kc are clears, both Canada and Mexico have priorities on their use under the 1950 North American Regional Broadcast Agreement. Canadian priority on 940 kc is at Montreal, Que., and on 1550 kc at Windsor, Ont. Mexican priorities for both channels are at Mexico City, D.F.

There are no U. S. Class 1 stations operating on these two wave lengths.

Actually the rule listing the frequencies on which daytime applications are deferred, passed early in the post-World War II era, referred to all the clear channels, including 940 kc and 1550 kc. The Commission's action was taken when the subject became an issue in a comparative hearing involving the application of WBOF Virginia Beach, Va., to change from 1600 kc with 1 kw daytime to 1550 kc with 5 kw daytime. WBOF petitioned the Commission to permit its operation on 1550 kc, if it succeeded in winning its case, on the ground that the rule was in error in including this frequency. Since the hearing began, one of WBOF's competitors has dismissed its application, and the third application for 1570 kc at Denbigh, Va. is not in conflict.

Rep. Hale's '56 Victory Upheld, Faces Same Opponent Next Month

Just six weeks before the same two principals face each other again in the Sept. 8 Maine general election, the House Elections Subcommittee last week declared Rep. Robert Hale (R-Me.) defeated his 1956 First District Democratic opponent, James A. Oliver, by 111 votes. The subcommittee boosted Rep. Hale's previously-announced 29-vote majority after investigating 4,087 contested ballots.

The subcommittee decision will be acted on Wednesday (Aug. 6) by the parent House Administration Committee and then by the full House. Rep. Hale is a member of both the House Commerce Committee and its investigative arm, the Legislative Oversight Subcommittee. Mr. Oliver was a Republican member of Congress in the 1930's before switching to the Democratic party.

NO TAKERS SEEN FOR SPORTS BILL

- **Little chance for blanket antitrust protection**
- **Fellows pushes industry's side as hearings end**

Hope of commercial sports promoters for an antitrust blank-check were dwindling at the weekend as Congress speeded up activity in an effort to adjourn by mid-August. The Senate Antitrust Subcommittee considering antitrust exemption (HR 10378, S 4070) wound up hearings last Thursday (July 31).

While a heavy share of subcommittee testimony favored passage of the bill, NAB and the Dept. of Justice have opposed the antitrust exemption because it would permit promoters to black out much of the nation's population from radio and tv coverage of games.

In testifying last week, NAB President Harold E. Fellows contended commercial sports should be subject to antitrust laws. A large number of letters and wires from stations in opposition to the bill were received by the subcommittee, headed by Sen. Estes Kefauver (D-Tenn.).

As four weeks of hearings wound up July 31, Chairman Kefauver said a closed meeting of his subcommittee was scheduled Aug. 1. A number of amendments have been proposed, including proposals to spell out blackout permission for baseball, football, hockey and basketball. Last week the U. S. Trotting Assn. asked to be included in the antitrust exemption.

MR. FELLOWS

Pay tv entered the hearings when Sen. William Langer (R-N. D.) introduced an amendment that would ban sports programming on pay-as-you-see television.

NAB sent a letter to the subcommittee, at the request of Sen. Joseph C. O'Mahoney (D-Wyo.), citing an estimate that advertisers are spending about $35 million this season for radio and tv coverage of major league baseball. Radio and tv incomes of major league clubs amounted to more than $7 million, NAB said on the basis of data provided by Chairman Emanuel Celler (D-N. Y.), Chairman of the House Judiciary Committe. Rep. Celler's bill providing antitrust exemption for pro sports where a "reasonably necessary" requirement existed was sidetracked in the House in favor of the blanket exemption.

NAB cited a statement by Bert Bell, National Football League commissioner, that league radio-tv income totaled $1,810,260 in 1957.

Station Representatives Assn. told the Senate subcommittee in a letter last week that restricted sports broadcasts would rob the public of interesting programs and deprive stations of substantial revenue (see page 55). The letter was sent by Frank M. Headley of H-R Representatives, president of SRA.

A tribute of broadcasting's power to stimulate interest in sports and attendance at games was paid by Maurice Podoloff, president of National Basketball Assn. The final witness at the hearings, Mr. Podoloff said "television has encouraged people to go to games and radio, too, has stimulated attendance."

Next season NBA will broadcast 16 games plus four playoffs on NBC Sunday afternoons. Mr. Podoloff negotiates the broadcast contracts, the network paying $12,000 a game and $15,000 for playoffs. Home cities are blacked out on tv with the exception of some New York, Philadelphia and Detroit games.

When the U. S. Trotting Assn. testified July 30, Joseph A. Neville, chief counsel, said radio-tv coverage has been a factor in the swift growth of the sport. "Broadcasts have done us a world of good and no harm whatsoever," he said on questioning by Theodore T. Peck, counsel to Sen. Everett M. Dirksen (R-Ill.). "They have gone out of their way to give us help. We are very grateful to the television and radio industry for what they have done for us."

Mr. Fellows was flanked in his committee appearance by Vincent T. Wasilewski, NAB government relations director. He opposed blanket exemption from antitrust laws for professional sports on the ground such agreements "should stand the scrutiny of reasonableness in order to be in the overall public interest."

Contending professional sports contests are now subject to antitrust laws, he saw no reason to modify the situation. He listed the history of baseball blackouts since 1946 when the major league's Rule 1D was adopted, recalling the Justice Dept. received many complaints from the public. The rule was modified at Justice Dept. insistence and later the clubs abandoned it altogether.

Professional football has never appealed the federal court decision giving National Football League the right to restrict telecasts into home areas the day a club is playing at home and forbidding any radio restrictions. "I assume professional football has been able to live with reasonable restrictions," he said.

Mr. Fellows said the House-passed bill would permit "any collusive determination" the clubs desire without regard to the public interests. He said the Justice Dept.'s blackout map shows that baseball clubs could blackout broadcasts from 90% of the population, though only half of it at a time or where home team restrictions might prevail.

The bill, he contended, "would grant to the professional sports people the right to virtually preclude a large segment of the American public from all chance to hear on radio or view on television the bulk of pro-

hardly a prospect for dry skin protection

— but farmer Richards does buy a lot of motor oil for his tractors; a lot of flour for the wife's kitchen; and a good new car or truck ever so often.

That's why it pays to *pinpoint* your radio advertising! There are many buying groups with just as many different radio listening habits. And in the rich Dallas and North Texas market WFAA RADIO is just the vehicle for pinpoint advertising!

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC

the stations with "variety programming"

Radio service of The Dallas Morning News
Edward Petry & Co., National Representatives.

take it

from

WDAU-TV

there's

more

to the

SCRANTON-WILKES BARRE

market

!

For maximum sales results in Northeastern Pennsylvania, take a "WDAU-TV look" at the market. You'll find that when you buy WDAU-TV, your sales message receives dominant coverage in Scranton-Wilkes Barre . . . PLUS 52 communities, each with a population of 5000 or more!

Then consider that WDAU-TV, CBS in Northeastern Pennsylvania, delivers consistent ARB leadership . . . with top rated CBS shows . . . local programs . . . syndicated films . . . and regional news, sports and weather coverage.

WDAU-TV

. . . towering over Northeastern Pennsylvania

CBS Television in Scranton-Wilkes Barre

Affiliated with WCAU-TV, Philadelphia

Call H-R Television

fessional games, especially baseball." Radio would be affected by blackouts, Mr. Fellows said, recalling that it has been blacked out in past years.

"We believe that professional sports should not be granted a blank check to adopt any and all restrictive agreements," he said. "I do not believe that this Congress should operate on the assumption that the public interest will be protected because professional sports people are supposedly reasonable men. We believe that just as in all other entertainment industries, the antitrust laws should apply so that agreements affecting a product for the program fare of radio and television may be subject to the scrutiny of reasonableness.

"It is true that we and the public and the Justice Dept. might disagree with professional baseball as to what is and what is not reasonable. This, however, should not be a reason for granting to professional baseball, football, basketball and hockey the absolute right to make the unilateral determination of reasonableness."

On questioning by Chairman Kefauver, Mr. Fellows said no legislation is necessary since antitrust laws are now applicable to sports. He said broadcasters can live with the federal court decision in the National Football League case.

Sen. O'Mahoney asked Mr. Fellows to supply information on the market for broadcasts of major league baseball, professional football and minor league baseball—the amount of money sponsors of broadcasts are willing to pay for the right to carry the games.

Leo De Orsey, ex-director of the Washington Senators baseball team, described baseball as a big business. He said radio and tv could ruin the minor leagues, contending the majors should not broadcast into minor league territory during home games without consent of the minor club. He listed 12 major clubs participating in NBC and CBS weekend games: Asked about pay tv, he said, "I'm for getting it free."

Clarence S. Campbell, director of National Hockey League, asked antitrust exemption, contending a law granting only "reasonably necessary" exemption would result in costly litigation. He said broadcasting is not a problem with professional hockey, since only one Saturday afternoon game is broadcast each week.

Rep. Francis E. Walter (D-Pa.), one of the authors of a blanket antitrust exemption for sports as provided in the House bill, testified the House measure equalizes for other sports the privileges now enjoyed by baseball. He said he was "unaware of any improper pressures brought in the House for passage of the bill. Our motives should not be questioned. This is not a plot engineered by club owners."

Major league clubs are working out an agreement on blackout areas while games are being played, he said when questioned by Chairman Kefauver. He favored incorporation of specific blackout language in the bill.

Sen. Langer contended he introduced his amendment because he feels the general public should be provided the privilege of viewing professional team sports on tv without payment of a toll, fee or subscription. He reminded that Walter O'Malley and Horace Stoneham, respective heads of the Los Angeles Dodgers and San Francisco Giants, testified to a House committee they are negotiating for closed-circuit telecasts of games from their parks. "These would deny the general viewing public of watching those games unless they pay a stipulated fee," he said.

His amendment adds the following language to the bill:

"No person conducting or engaging in any such organized professional team sport, shall enter into or become a party to any contract, agreement, or other arrangement resulting directly or indirectly in the imposition upon the public by any person of any requirement for the payment of any toll, fee, subscription or other charge for the privilege of viewing on television receiving sets in private residences any organized professional team contest of any such sport."

Exemption of professional sports was opposed by three college football coaches. Bud Wilkinson, of Oklahoma U., said the pros shouldn't have any more rights than any other business. He said the clubs were "almost ruthless" in their business operations, adding he knows of no instance "where the expedient dollar avenue was not the one that was followed."

He conceded the National Collegiate Athletic Assn. restrictions on telecasts of college games have been "successful to a degree," spreading income among colleges and benefiting small schools.

Bowden Wyatt of the U. of Tennessee and Duffy Daugherty of Michigan State U. agreed professional football should have the same rules as other businesses. All three coaches were critical of the professional draft and reserve clause.

SRA JOINS ANTI-SPORTS BILL FORCES

Restricting radio and television coverage of sports events would rob the public of some of its most interesting programs, deprive stations of a significant portion of their revenues—and probably hurt sports attendance in the long run.

Moreover, if sports were given the prerogative of blacking out broadcast coverage, then motion pictures and other enterprises could claim equal right to the same special privilege.

These contentions were advanced last week by Station Representatives Assn. in opposition to pending legislation (HR-10378 and S-4070) designed to free organized sports from antitrust controls (see page 52). The arguments were contained in a letter sent Thursday (July 31) by SRA President Frank M. Headley (H-R Representatives) to Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Atntitrust & Monopoly Subcommittee considering the legislation.

MR. HEADLEY

Mr. Headley wrote:

"The association [SRA] opposes the provisions of HR-10378 and S-4070 which would restrict the ability of radio and television stations to broadcast baseball, football, basketball and hockey games. These sporting events constitute some of the most interesting programs that are carried by radio and television stations. The public is entitled to continue receiving these broadcasts. Moreover, the revenue from such broadcasts is a significant portion of the income received by independent stations from non-network sources."

Although Mr. Headley acknowledged that some people claim broadcast coverage tends to hurt the gate, he continued:

"We doubt that this will prove to be so in the long run. For we believe that eventually many more fans are created by broadcasts than are lured away from the parks.

"The committee will recall that when radio broadcasts of games commenced, the fear was expressed that attendance would be hurt. Can anyone deny that radio ultimately increased interest in sports and hence helped build attendance? Similarly the advent of radio may have at the outset discouraged the sale of phonographs and phonograph records. But again, can anyone deny that it is radio which has sparked the tremendous revival of these industries?"

Congress should not "tamper with the free competitive forces that now govern the availibility of programs for broadcasting purposes," the letter continued. It said:

"To grant the special relief asked for in the pending bills would constitute a dangerous precedent. If sports are to be permitted to restrict radio and television broadcasts, why should not the movie industry secure the same protection?

"The committee surely must realize that the fall-off in attendance at motion picture houses is attributed in many quarters to television in general and specifically to the availability of quality movies on television. If congress grants special privileges to organized sports as is now requested, how can it later deny similar relief to the motion picture industry? And after them will come many other special pleaders.

"The issue is clear. The American system has grown strong on free competition. We do not think the principle should now be abandoned in the broadcast field."

NO EDITING, NO LIBEL, SAYS COURT

- **New ruling in Lamb vs. Sutton, WSM, WLAC suit**
- **WDAY-TV anti-censorship case may reach high court**

A Supreme Court test of the anti-censorship clause of the Communications Act, which impales broadcasters on both horns of a political dilemma, loomed last week from two areas.

A July 29 decision by a U. S. District Court in Nashville, Tenn., provided the first federal court support of a longtime broadcaster grievance—inability to edit political programs coupled with libel liability. This case may be appealed to the highest court.

Another case based on a North Dakota Supreme Court decision April 3 [GOVERNMENT, April 7] is expected to reach the U. S. Supreme Court this week via an appeal for a writ of certiorari. The state court affirmed a lower court ruling that dismissed a libel suit against WDAY-TV Fargo, N. D., for statements made on the air by a splinter candidate.

The Nashville decision was based on a statement broadcast by Pat Sutton, candidate running against Estes Kefauver for the U. S. Senate in 1954. Mr. Sutton, the court held, stated on the air that Edward Lamb, head of the Lamb station group, was "a known Communist and that his licenses to operate radio and tv stations had been revoked by the FCC." A jury awarded Mr. Lamb verdicts of $15,000 against Mr. Sutton and WSM, and $10,000 against Mr. Sutton and WLAC. Mr. Sutton asked for a new trial and the broadcast stations moved to have the verdicts set aside.

Under Sec. 315 of the Communications Act, stations must provide equal facilities for candidates with the express provision "that such licensee shall have no power of censorship over the material broadcast under the provisions of this section."

The court held that "no express provision in the section grants immunity to a licensee for defamatory remarks made by a candidate for public office during a political broadcast. But it would appear that such immunity is necessarily implied.

"Analyzing the language employed it is seen that a licensee is not required to grant broadcasting time to any of the candidates for a particular public office. However, if it elects to permit any candidate for public office to use its facilities, it must afford equal opportunities to all other candidates for the same office. If it does so elect to allow the use of its facilities in a particular political campaign, it has 'no power of censorship over the material broadcast under the provisions of this section.'

"The denial of the right of censorship is complete, including any portions of the material deemed by the licensee to be defamatory. If the licensee, as the section clearly provides, is deprived of all right to censor or to delete any portions of the material to be broadcast by a political candidate, it logically follows that it was the intention of Congress to immunize the licensee from liability for defamation arising from remarks made by such candidate while using its facilities. It cannot fairly be supposed that Congress meant to leave licensees exposed to a continued liability for defamation and at the same time to deprive them of the power to avoid such liabiltiy."

The Tennessee court cited the North Dakota decision which held that Sec. 315 grants immunity to a station for libelous material used by a candidate for public office.

State laws providing protection to broadcasters in the case of statements by candidates have been enacted by 36 states, according to NAB. The association has sponsored this legislation for more than a decade.

Harold E. Fellows, NAB president, said the Tennessee decision was "a great step forward in clarifying rules for broadcasting in election campaigns."

Douglas A. Anello, NAB chief attorney, participated in the North Dakota hearing and worked with counsel for WSM and WLAC in the Tennessee case. Mr. Anello called the Tennessee ruling "a complete acceptance by the court of the broadcasters' position."

MAYOR'S PLEA DISMISSED

Political candidates cannot force a station to sell them time if the station elects not to air political broadcasts, FCC affirmed last week in dismissing a protest filed against WRGB (TV) Schenectady by Mayor Samuel Stratton. The mayor was refused program time for his candidacy in the Democratic primary for congressman.

The Commission explained, however, that while it was not passing on the facts of this particular case, the fact a station did not sell or provide time for political broadcasts would be a matter to be included in overall consideration of a station's license renewal application. WRGB said it had turned down the mayor's bid to purchase program time since it was limiting itself to political spot announcements in view of the numerous primary political contests now in progress.

The Communications Act does provide, however, that if a station provides time to one candidate, it must provide equal time for all legally qualified candidates for the office involved.

Senate Passes Information Bill

The Senate last Thursday (July 31) passed and sent to the White House a bill designed to prevent federal agencies from relying on a 169-year-old statute in withholding information. The bill (HR 2767) was introduced by Rep. John Moss (D-Calif.) and previously passed the House following lengthy hearings by a Moss subcommittee.

Sen. Thomas Hennings (D-Mo.) authored an identical Senate bill (S 291), which was by-passed in favor of the House version to speed its transmittal to the President. Known as the freedom of information bill, it amends the "Housekeeping Statute," placed on the books in 1789. "Passage of this bill serves notice on all would-be censors in our government that Congress will not tolerate secrecy except where it is clearly justified and specifically authorized," Sen. Hennings said.

Oversight Approves Bill For FCC Code of Ethics

The House Legislative Oversight Subcommittee last week reported favorably to the parent Commerce Committee one of its own bills (HR 11886) requiring the FCC to adopt a code of ethics within six months.

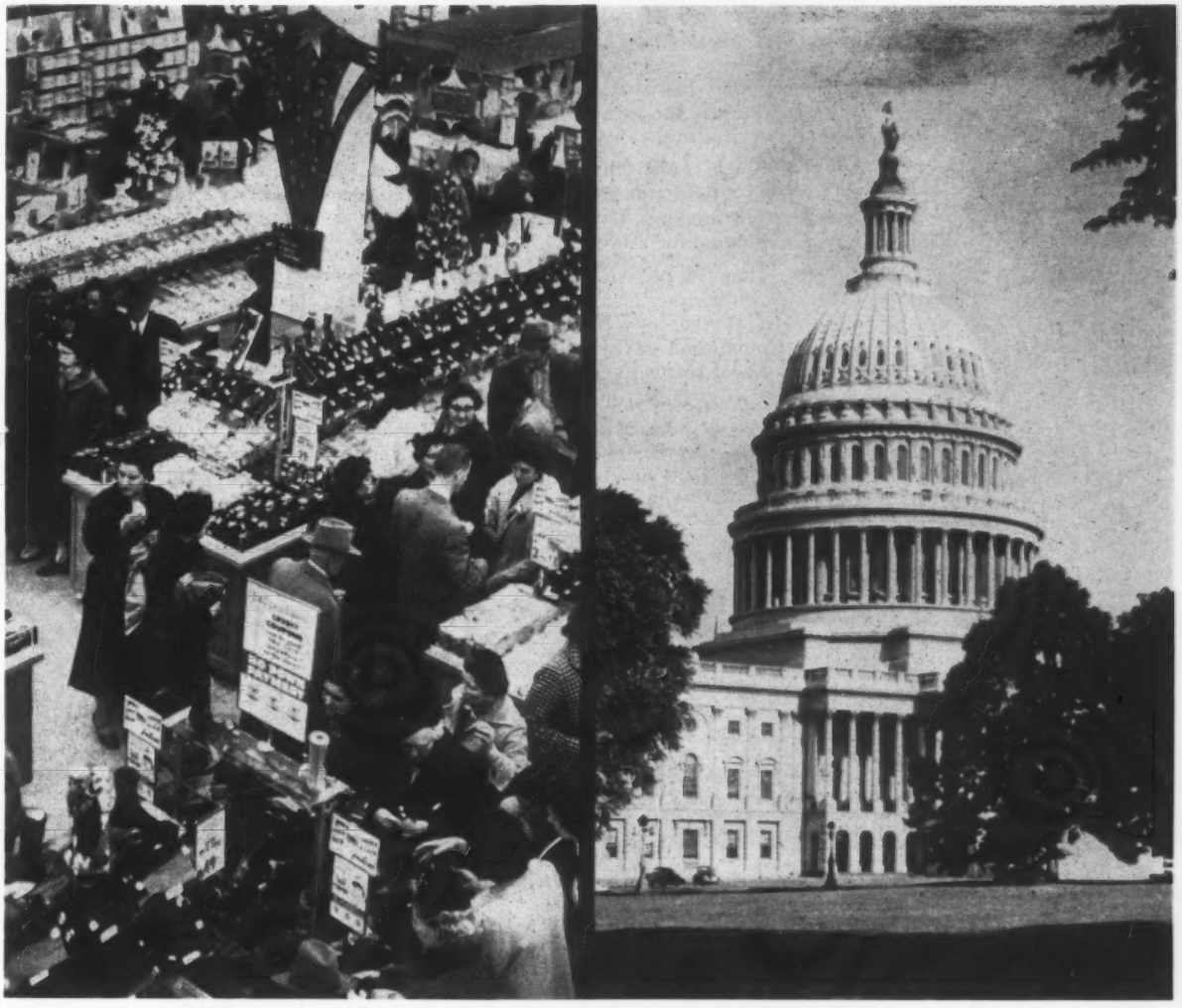
It also would prohibit the acceptance of honorariums by commissioners; require that all communications with the FCC on cases of adjudication be sent to all parties concerned and made a part of the public record, and give the President the express power to remove a commissioner from office "for neglect of duty or malfeasance in office, but for no other reason."

The bill was introduced by Chairman Oren Harris (D-Ark.) after completion of the subcommittee's hearings on the Miami ch. 10 grant to National Airlines [GOVERNMENT, April 21]. Not all members of the subcommittee were in complete agreement with the measure as presently written. Rep. Charles Wolverton (R-N.J.), ranking minority member, sought to have the bill extended to cover all regulatory agencies. As now drafted, it applies only to the FCC.

Other members wanted to make the bill's language stronger, especially on the code of ethics, and to include a provision for annual rotation of the Commission chairmanship, presently appointed by the President. These steps were considered to be "premature" at this time but the committee has promised stronger legislation at a future date.

There was a difference of opinion within the committee on whether the requirement for public disclosure of all contacts would apply to members of Congress themselves. Rep. Harris said such a report would not be required when congressmen or the White House make a routine inquiry. Rep. Peter A. Mack (D-Ill.) disagreed. He said such contacts generally were an attempt to bring pressure and disclosure would be mandatory under the bill.

At a late Thursday (July 31) executive meeting, the subcommittee discussed its future course of action, but a decision was withheld until this week. Investigations of several comparative tv cases have been completed and are awaiting public hearings. With Congress rushing toward an expected adjournment within the next three weeks, several members have said privately they



Recession is not a worrisome word in metropolitan Washington

The nation's *lowest* unemployment rate in May, 1958! That's how Washington, D. C. compares with every other major metropolitan area. Only 2.75% unemployed here — as against the U. S. average of 7.1%.* It's not Federal Government employees that account for this rare record. Their numbers, in fact, have declined steadily the last six years. Consistent *private industry* expansion has done it—has made Washington virtually "recession-proof."

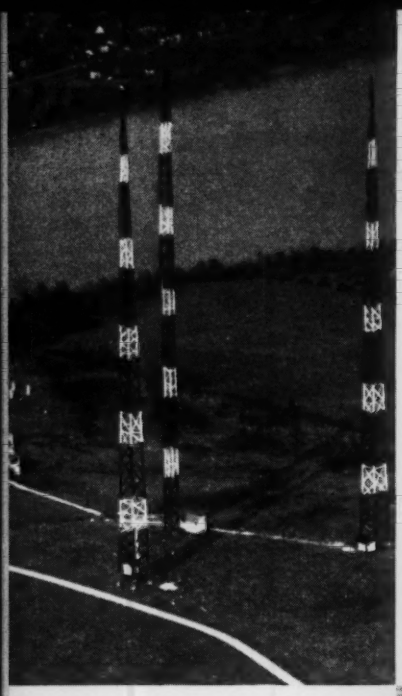
June was a revealing month, too—for WWDC, Radio Washington. PULSE had us FIRST AGAIN in share of total mentions —6 A.M. to midnight, Monday through Sunday. That makes 18 months without a miss when we've been first or a mighty close second. We have a simple formula—to be a listenable *station to our audience, and a* promotional *station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.*

WWDC *radio Washington*

**REPRESENTED NATIONALLY BY JOHN BLAIR & CO.*

**Economic Development Committee, Washington Board of Trade*

HOW RICH IS OUR



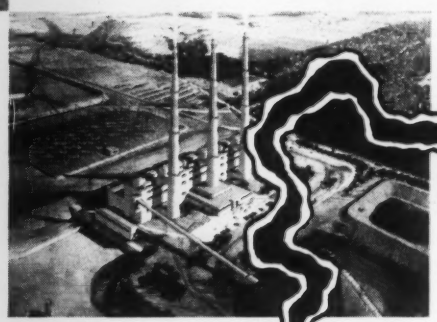
WCKY's 50,000-watt twin transmitters strategically located high above the Ohio serve the rich Ohio River Valley.

Cincinnati — home of WCKY — Queen City of the West — enthroned on its fabled seven hills, above the great Ohio River — is the dynamic hub of one of the richest industrial and agricultural valleys of the nation.

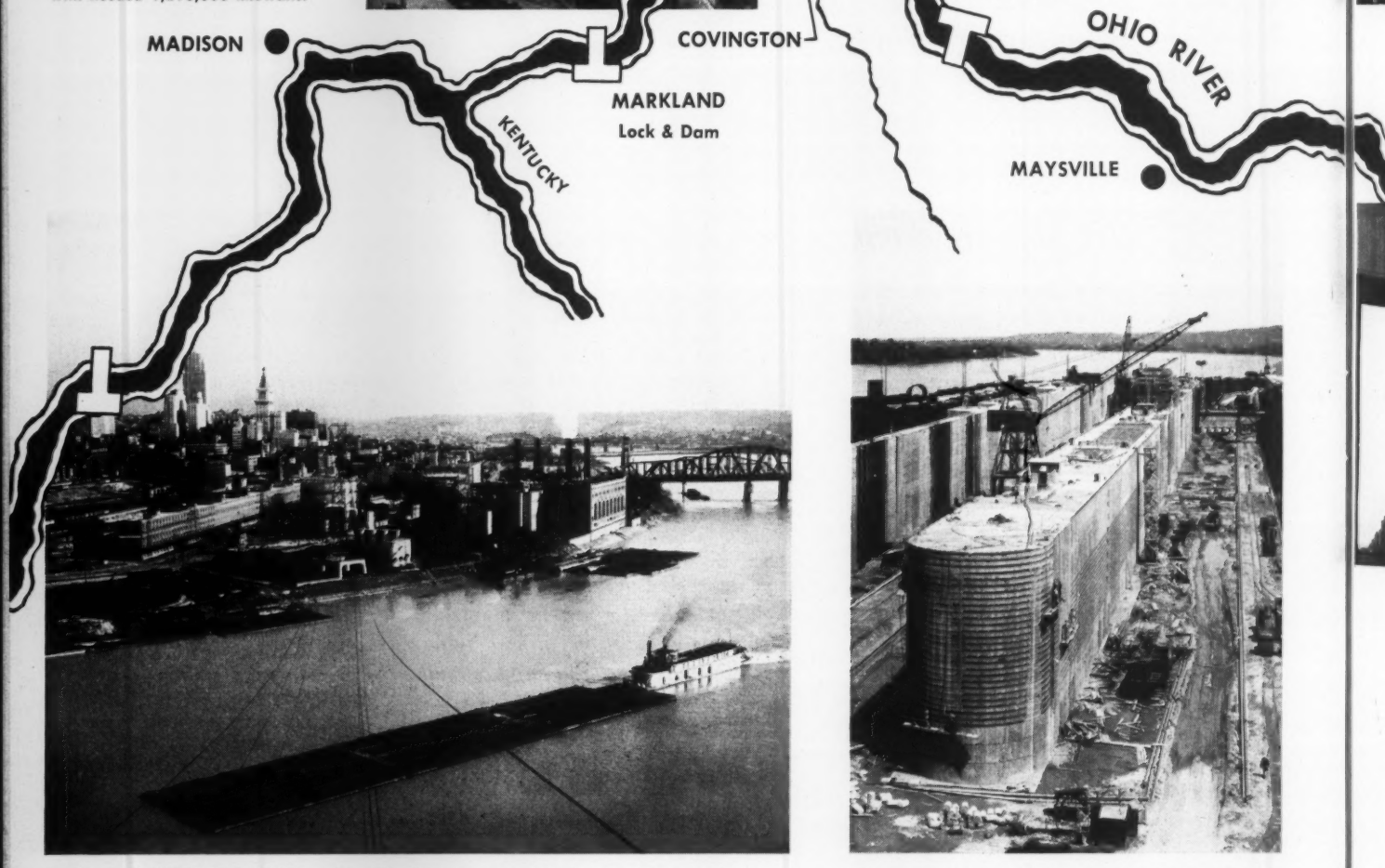
The growth of the Ohio Valley in the last two decades is a fantastic story of America, and WCKY's twin transmitters towering high above the Ohio, send out 50,000 watts of pleasure programming day and night, to serve the people of this Valley of Prosperity, as it has been doing for 29 years.

More than 15 billions of private dollars have been poured into new industry and expansion of existing facilities in WCKY's rich valley; the United States Government has earmarked another 885 million dollars for Ohio River improvements, and the Atomic Energy Commission has spent and is spending additional billions in Atomic Energy facilities, and power plants to energize them, all in the Ohio Valley.

The Valley's own raw materials, coal, oil and gas; chemicals, agricultural products — and its finished products; machine tools, jet engines, airplanes, army tanks, soap, playing cards, clothing, boots and shoes, meat products, makes the Ohio Valley probably the most highly industrialized river system in the United States.



Artist's drawing of Clifty Falls Generating Plant, one of two serving Atomic Energy Plant at Waverly, O., with needed 1,290,000 kilowatts.



Another load of "Ohio River Gold" . . . Tows like this carry as much coal as four 100-car trains.

Construction view of Markland Lock and Dam — one of several under construction to handle tows longer than Queen Mary — as wide as a carrier.

VALLEY . . . .

River traffic on the Ohio in 1957 totalled more than 81½ million tons of raw materials and merchandise . . . twice as much tonnage as passed through the Panama Canal. With the new locks and dams, and a deeper channel, it is estimated that by 1965 river traffic may reach as much as 150 million tons, with Cincinnati the distributing center for much of this vast flow of commerce.

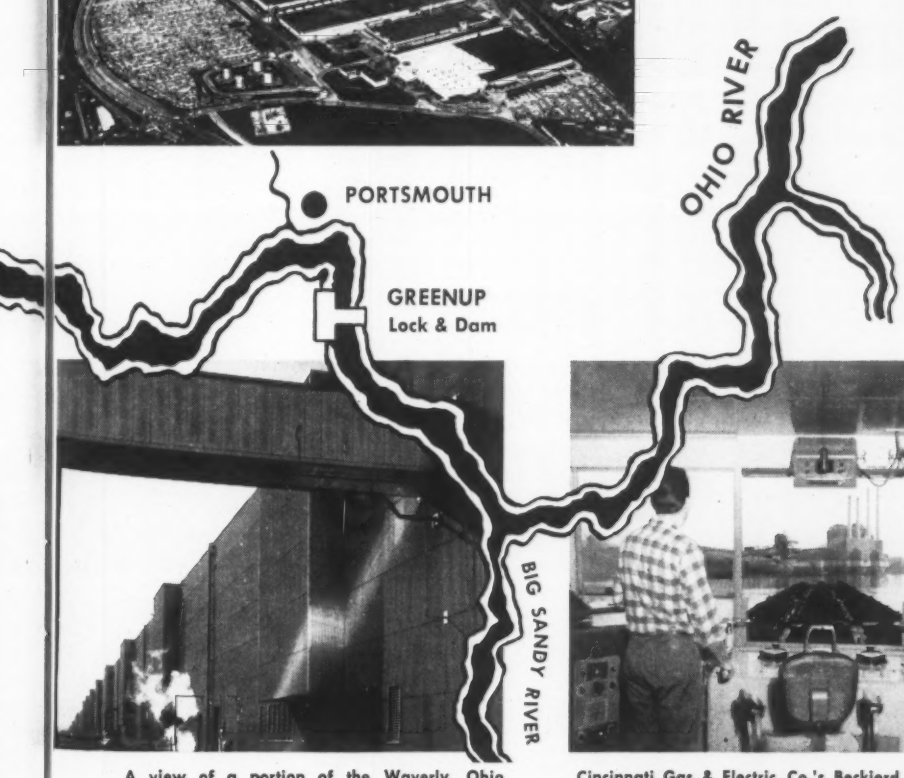
Within the Ohio Valley from the Kentucky River to the Big Sandy, lying within WCKY's 0.5 M. V. daytime area, lives — works — *and listens* — a big part of WCKY's responsive audience. Five million prosperous, happy *spending* people — who annually spend nearly four billions of dollars in retail sales.

And in this rich valley — WCKY with its 50,000 watts of pleasure programming — serves those men and women who live — and prosper — *and buy* — the products and services advertised on the station which best serves the nation's richest valley — The Ohio River Valley.

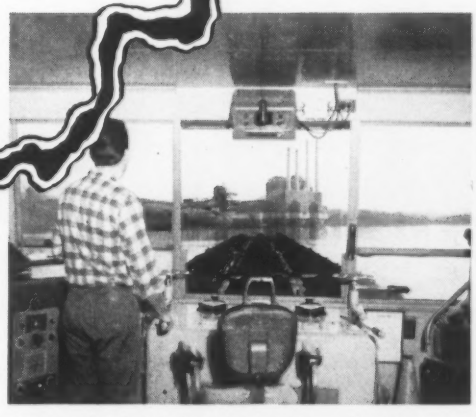
The Ivorydale Plant of Procter & Gamble, world's largest manufacturer of soaps and detergents, with headquarters in Cincinnati.

The Ford Motor Co. Automatic Transmission Plant, one of two operated in Cincinnati by the Ford Motor Co.

General Electric Jet Engine Plant at Evendale, Ohio, just outside of Cincinnati.



A view of a portion of the Waverly, Ohio Atomic Energy Plant, one of six located in WCKY's Ohio Valley.



Cincinnati Gas & Electric Co.'s Beckjord Plant — one of three designed to produce nearly one and a half million kilowatts for Cincinnati and surrounding area.

The home of The Tresler Oil Co., Cincinnati — one of the largest independent terminals on inland waterways.

FOR YOUR SHARE OF OUR RICH VALLEY ADVERTISE ON WCKY

WCKY THE HOME OF **PLEASURE** PROGRAMMING

NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO	LOS ANGELES
		AM RADIO SALES	AM RADIO SALES	AM RADIO SALES
TOM WELSTEAD	C. H. "TOP" TOPMILLER	JERRY GLYNN	KEN CAREY	BOB BLOCK
42 E. 52nd St.	Sheraton Gibson Hotel	400 N. Michigan Ave.	950 California St.	5939 Sunset Blvd.
ELdorado 5-1227	CHerry 1-6565	MOhawk 4-6555	GArfield 1-0716	HOllywood 5-0695

Photographs by Atomic Energy Commission • Cincinnati Gas & Electric • Corps of Engineers, U.S.A. • Ford • G. E. • P. & G. • Tresler Oil

expect hearings will be necessary during adjournment.

Two regulatory agencies, both under the jurisdiction of the subcommittee, last week adopted codes on their own initiative. The Securities & Exchange Commission announced a "Canon of Ethics setting forth the standards of conduct to which it subscribes." The Federal Power Commission adopted a six-point code saying each commissioner and staff member should "avoid any action in their work or in their personal affairs which could serve as a possible basis for suspicion of unethical practice."

$22.3 Million Asked by Ike For Asian, African Transmitters

President Eisenhower last week asked Congress for $22.3 million to beef up Voice of America broadcasts to the Middle East and Africa. The breakdown was: $10 million for a consolidated East Coast transmitting plant equipped with new and more powerful (250-500 kw) transmitters for beaming broadcasts to the Soviet orbit and the Middle East; $5.1 million for construction of medium wave transmitters in the Middle East, primarily for coverage of the Arab world, and $7.2 million for a short wave transmitting plant in North Africa to relay broadcasts in English and Arabic. No specific transmitter locations were mentioned.

George Allen, director of the parent U. S. Information Agency, said the U. S. should not allow itself to be relegated to an inferior position when recent developments in these areas of the world indicate the U. S. voice should be "loud and clear."

Appeals Court Refuses Stay

A federal appeals court last week denied a request for a stay against the grant earlier this year of ch. 13 Alliance, Neb., to Western Nebraska Tv Inc. The stay was asked by Frontier Broadcasting Co., licensee of KFBC-TV Cheyenne, Wyo., and satellite KSTF (TV) Scottsbluff, Neb. Scottsbluff is 45 miles from Alliance. In mid-June the Commission denied a Frontier request for a rehearing on Western Nebraska's "character and financial qualifications." The stay was denied by Circuit Judges Wilbur K. Miller, David L. Bazelon and Warren E. Burger. Frontier has an appeal against the ch. 13 grant pending in the same court.

Kentucky Court Rules on DST

A state law proscribing daylight saving time for all its officials and for business transacted in the state has been ruled unconstitutional by the state's court of appeals.

Kentucky Court of Appeals, last June, ruled that the law requiring standard time was an unconstitutional delegation of power because it required state officials to conform to standard time fixed by Congress or the Interstate Commerce Commission. It also charged that the application to businessmen only was discriminatory; it should apply to all in other walks of life and that a penalty clause could be deemed *ex post facto* law. Three judges dissented from parts, and another three from other parts of the decision.

ECONOMIC PLEA MAY BOOMERANG

- **FCC accepts economic injury petition in Auburn, N. Y., case**
- **But tells objector that it, too, may have to be re-assessed**

The FCC threw a fast one last week in the economic injury area—and it's become a question whether everybody is going to like it or not.

In accepting a protest by an existing radio station against the grant of a second station in its community, the Commission told the objector that he was going to be weighed in the balance too.

The FCC split sharply (4-3) in ordering a hearing on a request by WMBO-AM-FM Auburn, N. Y., for reconsideration of the Commission action May 22 granting a new am station in Auburn.

What caused three commissioners (Rosel H. Hyde, Robert E. Lee and John S. Cross) to dissent last week was the joker in the majority division: WMBO-AM-FM was directed to submit applications for renewal of licenses, so, the majority said, "they may be consolidated, if necessary, in a comparative proceeding" with the new am (WAUB).

The FCC division in last week's action represented two ways of interpreting the extent (and intent) of the order last month by the U. S. Court of Appeals for the District of Columbia. The court remanded the grant of a new am station in Georgia on grounds the FCC failed to consider the possible injury to the public interest of the economic impact of the new facility on an existing station in the same area [LEAD STORY, July 14].

The ostensible reasoning of the FCC majority last week went this way: Since the court decision made it plain that the public interest must be considered above all, regardless of economic injury to either station, the FCC should hold a hearing to determine which of the two—the existing licensee or the new one—can best serve the public.

But implicit in the majority reasoning was this warning: Existing stations had better take a good look at their own qualifications before they force the newcomer into a hearing—to determine how these qualifications might stack up with those of the new licensee. And this further and chillier reminder: An existing station which uses the new opening created by the court decision solely for the sake of preventing or delaying new competition could find itself on the wrong end of the stick.

The thinking of the dissenting minority went this way: The FCC's order for a station to apply for license renewal before its normal termination amounts to uncalled-for harassment of an existing licensee. The Commission's use in this case of its rule authorizing it to direct a station to apply for renewal when this is "essential to the proper conduct of a hearing or investigation" is the use of one legal technicality to head off the protestant's use of another (i.e., the FCC's economic protest provisions, as bolstered by the court's decision).

And a spokesman for one dissenting commissioner added this thought: If the FCC majority's reasoning of last week were followed to its logical conclusion, why shouldn't the Commission throw open the hearing to others, deciding among them all which is best qualified to operate in the public interest? (Under the FCC's present cutoff rules for applications for new frequencies, of course, this would not be possible at present.)

The FCC has notified the Solicitor General that it intends to appeal the appeals court decision in the Georgia am case.

WMBO-AM-FM (*Auburn Citizen-Advertiser*), in its petition on June 20 asking reconsideration of the grant of WAUB (to Herbert P. Michels, on 1590 kc with 500 w, directional antenna, day), said Auburn's economy has been steadily declining and that in the January-April 1958 period it made a profit only for March.

WMBO has made only $9,226 profit annually before taxes in the past eight years and WMBO-FM has had an annual loss of $22,959, the station said. No dividends have been paid in 10 years and the stations executives are on modest salaries, though they are progressive and experienced, WMBO said. The publishing company bought WMBO in 1936 and has operated WMBO-FM since 1949. The station said both WMBO and WMBO-FM operate day and night, with hourly news which includes the news-gathering facilities of the *Citizen-Advertiser*. There are 20 ams and 8 fms serving the Auburn area from other cities, the petition said, and if WMBO-AM-FM loses only a small amount of revenue its standards and service to the public may deteriorate.

WMBO said any new station needs heavy financial resources to draw upon, noting it didn't feel Mr. Michels had such financing. It added that Mr. Michels' programming proposals showed a "preponderance of entertainment."

In an opposition July 1 to the WMBO petition, Mr. Michels, who is chief engineer of WHCU-AM-FM Ithaca, N. Y., did not argue with the WMBO's assessment of its own and the area's economic condition, but noted that he has ten years broadcasting experience and believes Auburn's population of 36,722 can support another station despite this situation.

The current WMBO-AM-FM three-year FCC licenses normally would expire June 1, 1960.

KOTV One-Sided on Pay Tv—FCC

The FCC last week told KOTV (TV) Tulsa that it believes the station editorialized against pay tv unfairly last January-February, but said KOTV's record is otherwise such that no sanctions are called for at this time. The FCC letter was similar to its chastizing of other stations in recent weeks except for specifics of what FCC feels were violations of its standards on editorializing: namely, that the station did not present the pro-pay tv side of the question adequately.

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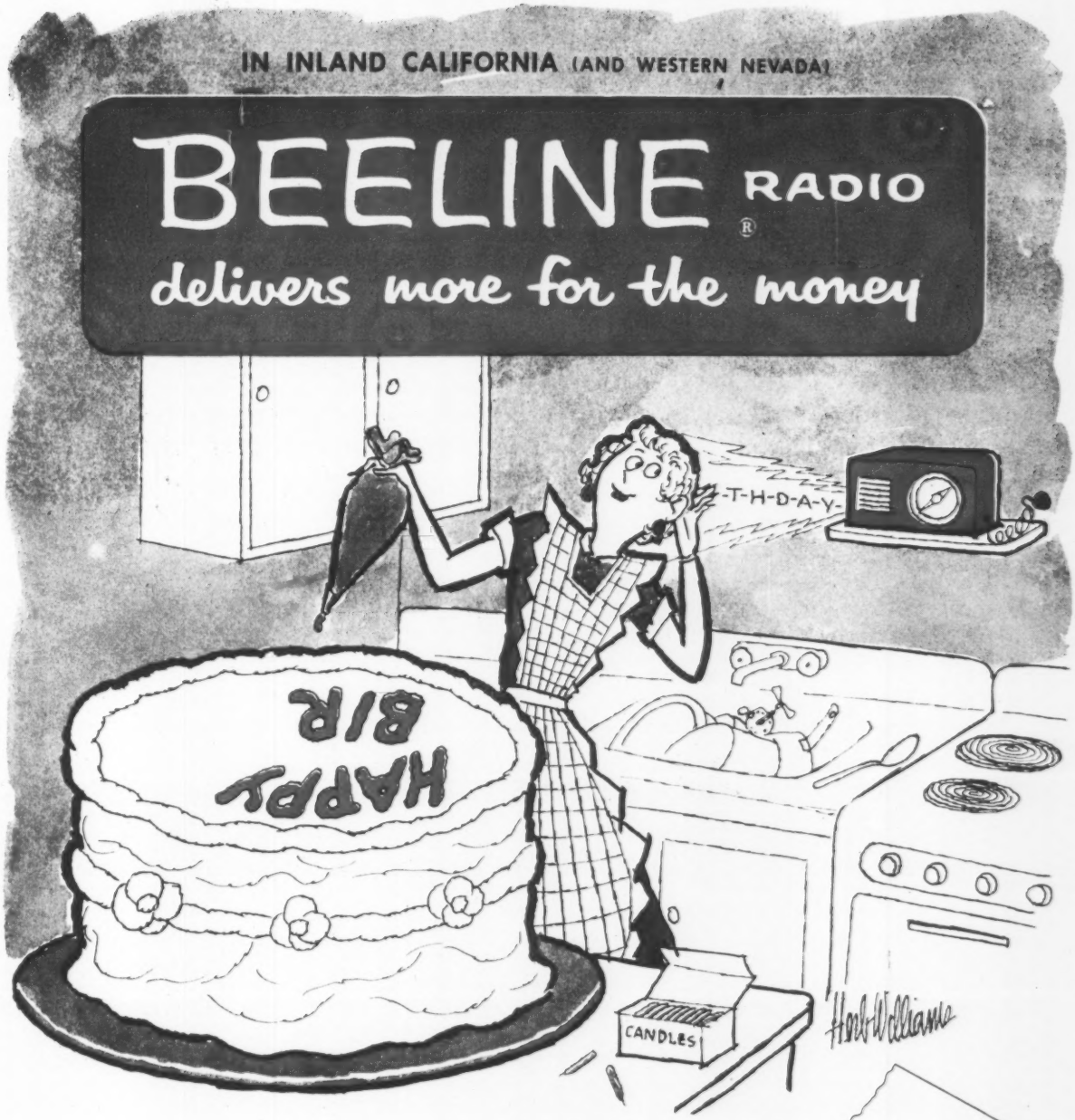
BEELINE® RADIO

delivers more for the money



Consistent and interesting programming for women listeners is one reason the Beeline delivers more for the money. Katherine Kitchen has been a Beeline feature for 25 years. Thousands of loyal listeners tune in and frequently respond directly by mail or phone. In addition, Katherine Kitchen is featured in McClatchy Bee newspapers.

As a group purchase, these mountain-ringed radio stations deliver more radio homes than any other combination of competitive stations . . . *at by far the lowest cost-per-thousand.* (Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co.,
National Representative

the REVOLUTION in 6 o'clock TV viewing is here!

now . . . the station that created a rating sensation with "the little rascals" . . . will surpass even that . . . with an hour-long show that intends not only to capture the 6 o'clock adult audience, but also carry with it the bulk of the children viewers!

WXYZ-TV DETROIT . . . FIRST STATION IN THE U.S.A. TO OFFER AMERICA'S TOP FAMILY COMEDIES TOGETHER!

They're mad . . . mad . . . mad — Never-been-equaled creator of the "Slow Burn"

THE THREE STOOGES together with THE EDGAR KENNEDY COMEDIES

In one great hour-long, laugh-making, audience-pulling show!

THE FACTS:

name of show: **"CURTAIN TIME"**

format: entertaining **LIVE HOST** and two comedies daily!

time: **6 to 7 P.M.** the first **BIG** show of the evening!

time buyers note:
unlike in most cities, 93.3% of working Detroiters are home by 4:30 p.m.* . . . that means the Detroit adult audience is TV ready by 6 p.m.!
* Source: Employers' Association of Detroit.

STATION: WXYZ-TV DETROIT, CHANNEL 7

abc american broadcasting co. Represented Nationally by Blair-TV

BAR LET DOWN ON PRIVATE RELAYS

- **Tv links okay regardless of common carrier availability**
- **FCC reverses policy in move to help 'remote' stations**

Television stations now may operate their own private intercity tv relay systems whether or not commercial common carrier facilities are available.

Representing a major policy switch by FCC after five years of deliberation on its original proposal, the Commission Thursday announced that effective immediately it has relaxed its rules on intercity relays. Under the old policy, stations have been forbidden to install their own relays if a commercial common carrier link was available. Or, if not available, stations were allowed to install their own links but had to amortize them rapidly and suspend them as soon as a common carrier relay was available.

The new, relaxed policy will not allow a private relay to connect directly with the intercity facilities operated by a common carrier, such as the major network links of American Telephone & Telegraph Corp. But it does mean that "remote" or fringe-area stations now will find it economically feasible to acquire national network service by installing their own relays to pick up off-the-air programs from a network-affiliated station served by regular AT&T lines.

An exception to the ban on directly linking a private relay to the common carrier relay, FCC explained, would be where the common carriers serving the general area involved "affirmatively state that they do not have the required facility and have no immediate plans to install the required facilities."

FCC sees the new policy encouraging formation of local or regional networks through the use of private relay facilities and will permit groups of tv stations to combine programming resources to produce programs that would be beyond the means of an individual station. The Commission expects the relaxed rule will benefit state educational systems which have delayed expansion of service throughout their areas because of the cost of common carrier relay service.

There was little doubt of the welcome tv equipment manufacturers would extend to the new ruling which opens to them a market potential matched only by the resourcefulness of their sales departments in showing station operators how to turn a local or regional network program or sports package into an economic plus.

FCC's new policy stems from its long desire to help the small market or marginal tv station meet the economic problems of acquiring network service "without jeopardizing the orderly expansion of the national tv program relay system operated by communication carriers."

Private relay systems, however, lack the flexibility of regular common carrier service to the extent that national network programming is limited to that delivered to the initial tv station in the relay system, FCC noted. "Furthermore," the Commission said, "such relay systems are not ordinarily reversible so that programs can be fed from the station to the network. Consequently, tv stations employing such private relay facilities could be expected to abandon them in favor of regular common carrier service whenever that becomes economically feasible."

FCC's original proposal in 1954 won immediate support from broadcasters and manufacturers, but was opposed by AT&T and the U. S. Independent Telephone Companies Assn. Broadcasters estimated at that time that they could build their own systems from one-quarter to one-half the cost of a commercial common carrier system. Various stations and groups cited cases in which they were prevented from expanding national network coverage or establishing regional network sports-program packages because of the cost of commercial common carrier links.

Through the years stations have invested in their own private systems and then in some cases have been forced to abandon them before amortization when common carrier facilities became available.

A pioneer example of the private link was WSM-TV Nashville, which made a major investment in a multiple-hop system to bring network service to that area at an early date. It is no longer in operation.

In early 1955, only months following FCC's proposal to relax its private intercity relay policy, AT&T announced the commercial availability of an off-air relay system to provide more economical network service to stations.

Three Norfolk Applicants Merge To Clear Ch. 13 for WVEC-TV

Merger agreement among three competing applicants for Norfolk, Va., ch. 13 has been reached [CLOSED CIRCUIT, July 28]. The agreement was submitted to FCC Hearing Examiner J. D. Bond last Thursday (July 31). Mr. Bond continued the hearing to Sept. 3 when the Broadcast Bureau counsel declared he was unable to agree without further study.

Under the terms of the agreement, ch. 15 WVEC-TV Hampton-Norfolk, Va., will be the remaining applicant, with the other two dismissing their applications. These are ch. 27 WTOV-TV Norfolk and Virginian Television Corp. WVEC-TV is owned by Thomas P. Chisman and associates; WTOB-TV by Temus R. Bright and Louis H. Peterson, and Virginian by a group including some who are owners of WBOF Virginia Beach, Va.

In exchange for their withdrawals, Virginian Television and Mr. Peterson will receive a 10% interest in WVEC-TV. Mr. Bright will receive a five-year management contract, paying $50,000 the first year and $25,000 a year for the remaining four years. Mr. Peterson will be paid $26,067 for out-of-pocket expenses in connection with the ch. 13 application by WTOV-TV. Virginian will be partially reimbursed with $45,430 for its out-of-pocket expenses.

Other arrangements provide for WVEC-TV to take over a $50,000 note by Mr. Bright to Mr. Peterson's Norfolk Broadcasting Co. (WNOR Norfolk).

It is also contemplated that Peninsular Broadcasting Corp., licensee of WVEC-TV, will spin off its WVEC radio station.

The FCC dropped-in ch. 13 to the Norfolk area last year during its deintermixture proceedings. Norfolk area now has ch. 3 WTAR-TV, CBS-affiliated; ch. 10 WAVY-TV, ABC-affiliated, in addition to the two uhf outlets. Present NBC affiliate is WVEC-TV.

FCC Re-Shuffles Ch. 8 in Carolinas

The FCC last week decided what to do about ch. 8 in the Carolinas.

It assigned the vhf channel to Winston-Salem, High Point, Greensboro, N. C., on a hyphenated basis.

In doing this it also made the following changes:

- Substituted ch. 13 for ch. 8 in Florence, S. C.
- Changed the educational reservation at Charleston, S. C., from ch. 13 to ch. 7.
- Modified the license of WBTW (TV) Florence from ch. 8 to ch. 13—but said it could continue to operate on ch. 8 until 30 days after a grant is made on ch. 8 in the new tri-city North Carolina market.
- Rejected a request by ch. 26 WTOB-TV Winston-Salem that it be permitted to operate on ch. 8 temporarily.
- Denied a conflicting petition by off-air ch. 18 WFLB-TV Fayetteville, N. C., to assign ch. 8 to that city.

FCC Chairman John C. Doerfer did not participate in these decisions.

The FCC last week changed the following uhf channels effective Aug. 15:

- Milwaukee, Wis.: chs. 19, 25, 31 to chs. 18, 24, 30.
- Ludington, Mich.: ch. 18 to ch. 33.
- Beaver Dam, Wis.: ch. 37 to ch. 51.
- Chilton, Wis.: educational ch. 24 to educational ch. 31.

The following Milwaukee stations are to shift channels accordingly: WXIX (TV) from ch. 19 to ch. 18, subject to issuance of a new authorization; WCAN-TV from ch. 25 to ch. 24, and WFOX-TV from ch. 31 to ch. 30 (these last two outlets are not operating). The purpose of these changes according to the Commission, "is to avoid present second harmonic interference to reception of WXIX (TV)."

The FCC granted petitions by ch. 8 WJW-TV Cleveland, Ohio and ch. 8 WISH-TV Indianapolis, Ind., and changed the offset carrier requirements for ch. 8 in Carbondale, Ill., Jonesboro, Ark., Indianapolis, Ind., Grand Rapids, Mich., Cleveland, Ohio and Charleston, W. Va.

At the same time the Commission denied petitions by ch. 3 WREC-TV Memphis, Tenn., for a stay and reconsideration or rehearing insofar as the change in offset carrier designation for ch. 3 in Memphis is concerned.

TV GRANT TO WKBW-TV CONFIRMED

WKBW-TV Inc. (WKBW Buffalo) was awarded ch. 7 in Buffalo last week in a final FCC decision which confirmed earlier instructions to the Commission staff [GOVERNMENT, July 14]. Chairman John C. Doerfer and Comr. Robert E. Lee dissented.

Losing applicants were Great Lakes Tv Inc. and Greater Erie Broadcasting Co. (WWOL Buffalo). The FCC action reversed Hearing Examiner H. Gifford Irion, who favored Great Lakes in an initial decision in January 1956, a supplemental decision in September 1957 and a second supplemental decision last May. The Buffalo ch. 7 case has been pending before the FCC since March 1954.

The FCC summation said WKBW-TV was found equal or superior to one or both of the other applicants in virtually all areas of comparision; equal to Great Lakes and superior to Greater Erie in civic participation and diversification of business interests; superior to Great Lakes and substantial (though not equal to Greater Erie) in integration of ownership with management and diversification of ownership of mass media of communication; superior to Greater Erie and substantial (though not equal to Great Lakes) in broadcast experience; weaker than both in failure to provide studios for Niagara Falls, but that this is not of great significance.

The FCC found weaknesses shown by Great Lakes in local residence, integration of ownership, broadcast record and diversification, and weaknesses by Greater Erie in broadcast experience, broadcast record and "the demonstrated failure of its owner to comply with regulatory requirements and other differences."

The Commission found all equal in the qualifications needed to finance, construct, own and operate a tv station. The FCC found Leon Wyszatcki, owner of Greater Erie, weak in civic participation, broadcast experience and record evidence of his past operation of WWOL and failure to comply with the regulations of the FCC "and other agencies."

Great Lakes, while superior in broadcast experience, was not impressive in civic participation and diversity of local business interests and its showing of local residence and integration of ownership and management is not impressive, FCC said. It is also weakened by the record evidence of past performance of stations with which it is associated in other cities, the FCC added.

The record was opened after the 1956 decision to take testimony on the financial qualifications of WKBW-TV, and after the 1957 decision to hold further hearings on proposed coverage of the three applicants.

The FCC also last week confirmed a June 16 initial decision favoring New Hanover Broadcasting Co. (WGNI Wilmington) for grant of ch. 3 in Wilmington, N. C., and another on June 24 recommending United Telecasting & Radio Co. (KVOG Ogden) for grant of ch. 9 in Ogden, Utah.

Both these grants were uncontested. In the Wilmington case, Carolina Broadcasting System Inc. withdrew its application Nov. 25, 1957, and New Hanover reached a merger agreement with United Broadcasting Co. (Richard Eaton), a third applicant, last March. In the Ogden case, applications by Jack A. Burnett and Granite District Broadcasting Co. (KNAK Salt Lake City) were dismissed without prejudice after United agreed to pay partial reimbursement for Mr. Burnett for expenses and reached a merger agreement with Granite District.

The FCC last week also granted construction permits for two educational tv stations. Central California Educational Television, Sacramento, was granted ch. 6. Area Educational Television Foundation Dallas Tex., was granted ch. 13.

FCC Re-opens Spartanburg Case In Wake of Appeals Court Edict

The FCC Wednesday (July 30), in carrying out provisions of a court mandate [GOVERNMENT, May 26], ordered the record reopened in the WSPA-TV Spartanburg, S. C., transmitter case, which has been before the Commission and/or courts since 1954.

By a 2-1 vote, the U. S. Court of Appeals had remanded the case on the grounds the July 1957 FCC decision (reaffirming a 1954 grant) failed to justify the service curtailment resulting from ch. 7 WSPA-TV's move from Hogback Mt., outside Spartanburg, to Paris Mt., nearer Greenville, S. C. The court also hit a Commission ruling on the "excusability" of a misrepresentation issue raised by the protesting stations, uhfs WGVL (TV) Greenville and WAIM-TV Anderson, S. C.

The Commission ordered its hearing examiner to take further testimony on the two issues and to hand down a supplemental initial decision. In the July 1957 decision, the FCC ruled that loss of service to Spartanburg as a result of the transmitter move was compensated by increased service to other areas and that the misrepresentation was not willful and therefore not disqualifying.

FCC Waives Dual ID Rules To Hyphenate Four Tv Stations

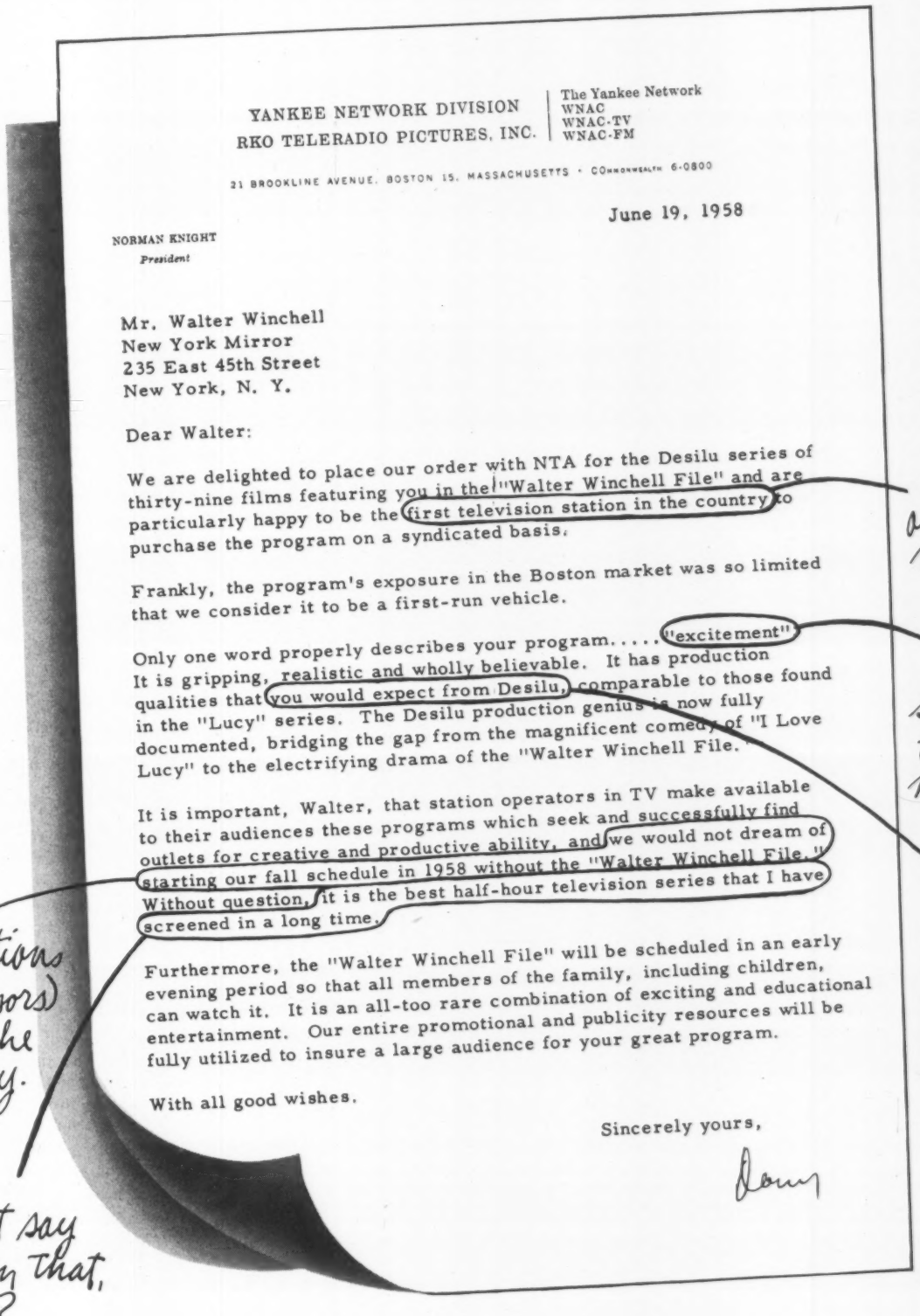
The FCC last week granted a waiver of its rules to the following tv stations requesting dual identifications:

- KOVR-TV Stockton, Calif. (ch. 13), to identify itself as Sacramento as well as Stockton.
- WTCN-TV Minneapolis, Minn. (ch. 11), to identify itself as St. Paul as well as Minneapolis.
- WNEP-TV Scranton, Pa. (ch. 16), to identify itself as Wilkes-Barre as well as Scranton.
- KCEN-TV Temple, Tex. (ch. 6), to identify itself as Waco as well as Temple.

At the same time the Commission denied a petition by ch. 12 KTVH (TV) Hutchinson, Kan., to shift that channel to Wichita, Kan., so that the station could request modification of its license to specify operation on ch. 12 in Wichita.

RE: "THE WALTER WINCHELL FILE"

with marginal comments by W.W. himself!



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RKO TELERADIO PICTURES, INC.

The Yankee Network
WNAC
WNAC-TV
WNAC-FM

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS · COMMONWEALTH 6-0800

June 19, 1958

NORMAN KNIGHT
President

Mr. Walter Winchell
New York Mirror
235 East 45th Street
New York, N. Y.

Dear Walter:

We are delighted to place our order with NTA for the Desilu series of thirty-nine films featuring you in the "Walter Winchell File" and are particularly happy to be the first television station in the country to purchase the program on a syndicated basis.

Frankly, the program's exposure in the Boston market was so limited that we consider it to be a first-run vehicle.

Only one word properly describes your program..... "excitement". It is gripping, realistic and wholly believable. It has production qualities that you would expect from Desilu, comparable to those found in the "Lucy" series. The Desilu production genius is now fully documented, bridging the gap from the magnificent comedy of "I Love Lucy" to the electrifying drama of the "Walter Winchell File."

It is important, Walter, that station operators in TV make available to their audiences these programs which seek and successfully find outlets for creative and productive ability, and we would not dream of starting our fall schedule in 1958 without the "Walter Winchell File." Without question, it is the best half-hour television series that I have screened in a long time.

Furthermore, the "Walter Winchell File" will be scheduled in an early evening period so that all members of the family, including children, can watch it. It is an all-too rare combination of exciting and educational entertainment. Our entire promotional and publicity resources will be fully utilized to insure a large audience for your great program.

With all good wishes.

Sincerely yours,

Doug

Watch for others in the near future!

This word sums up this exciting new TV series.

Desilu does it again!

A lot of other stations (and sponsors) will feel the same way.

You can't say more than that, can you?

NTA National Telefilm Associates, Inc.,
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BOSTON GRANT UPHELD, REMANDED

A federal appeals court in Washington last week gave and took away and a stunned FCC today (Aug. 4) was pondering the implications of this latest ruling—involving the controversial Boston ch. 5 case.

Unanimously, a three-judge U. S. Court of Appeals upheld the FCC's 1957 grant of Boston's ch. 5 to the *Boston Herald-Traveler* (WHDH) and at the same time remanded the case for an investigation to determine whether any commissioner should not have voted and whether any undue influences may have been attempted in behalf of any of the competing applicants.

The court upheld the Commission's right to determine the winner of the heated Boston contest without question. In fact, Circuit Judge John A. Danaher, writing for himself and Judge Warren E. Burger and with Chief Judge Henry W. Edgerton concurring in the result stated:

"We thus rule definitively so that repose may enfold this litigation if the steps next to the prescribed shall disclose no vitiating developments."

The reason the court sent the case back to the FCC, Judge Danaher said, was because it noted when it was considering the Miami ch. 10 case that former Comr. Richard A. Mack participated in the Boston ch. 5 case and that then FCC Chairman George C. McConnaughey testified before the House Legislative Oversight Committee that he was approached by principals of some of the applicants and the *Boston Globe* which was seeking to intervene.

Last April the court remanded the Miami ch. 10 case for consideration by the FCC on Mr. Mack's right to vote and on the question of influences outside the regular judicial procedures.

The hearings on the Miami ch. 10 case are due to begin September 4, with a third pre-hearing conference scheduled for Aug. 25. Retired Pennsylvania Supreme Court Chief Justice Horace A. Stern is presiding at the Miami ch. 10 case.

The FCC issued its final 4-2 decision in the hotly contested Boston vhf fight April 25, 1957, reversing a 1956 initial decision by an FCC hearing examiner favoring Greater Boston Television Corp. Favoring WHDH were then Chairman McConnaughey and Comrs. Doerfer, Lee and Mack. Comrs. Hyde and Bartley dissented and Comr. Craven abstained.

Other applicants were Massachusetts Bay Telecasters Inc., Allen B. DuMont Labs. Inc., Boston Post Publishing Co. and CBS. The last two withdrew before the final decision. Greater Boston and Massachusetts Bay filed the appeals to which last week's opinion applied. The *Boston Globe* attempted unsuccessfully to intervene.

Robert Choate, publisher of the *Herald-Traveler*, issued the following statement in Boston following the announcement of the court's opinion:

"I have not had an opportunity to study the decision released this morning by the United States Circuit Court of Appeals for the District of Columbia in the appeals taken by the unsuccessful applicants . . .

"I was extremely gratified, however, to learn the court held that on all questions raised by the appellants, and argued on the appeal, the Commission's grant to WHDH should be affirmed.

"I do not think I should comment or speculate on the outcome of any investigation by the Commission into the actions of the owners of the *Boston Globe* or of principals in any of the applicants other than WHDH in attempting to improperly influence the FCC in connection with the ch. 5 case. Proceedings of the House Legislative Oversight Subcommittee, which were not before the court, contain my sworn testimony that I did not discuss the ch. 5 case with any member of the Commission."

Rep. Oren Harris (D-Ark.), chairman of the Oversight committee, declined comment, but smiled broadly when told about the court's action.

Former Comr. Mack, reached at Fort Lauderdale, Fla., where he is now living, said that the *Boston Globe* was not a party in the proceedings. "Other than that," Mr. Mack said, "I have no comment."

The court related that in the transcript of the Legislative Oversight committee submitted in the Miami ch. 10 case, another commissioner testified that "various individuals connected with some of the parties to the instant appeals had conferred with him with reference to the pending case while the matter was under consideration by the Commission and before the issuance of its final decision . . ." That transcript mentioned such names, the court said, as Forrester Clark of Massachusetts Bay, Mr. Choate of WHDH and "certain representatives" of the *Boston Globe*.

The court went on:

"Whether or not others, to us unknown, may have acted similarly, or whether or not any such individual named or unnamed, approached any other commissioner, and if so with what result, if any, we cannot know from the present record. Nor does it appear that any such persons actually represented or purported to speak for any of the parties here, or whether such parties had knowledge of such actions as may have been taken."

In a footnote to this observation, the court quoted the testimony of former Chairman McConnaughey that: "They came in my office with two brothers or cousins and they read the riot act to me about ever granting this, about ever considering voting for the *Boston Traveler* or whatever it is. They were not even parties."

The court then directed that an evidentiary hearing be held, covering the following issues:

- Whether or not any member of the Commission should have disqualified himself.
- Whether any person or persons influenced or attempted to influence any member of the Commission in any manner except by recognized processes of adjudication.
- Whether any party directly or indirectly "secured, aided, confirmed, ratified, or knew" of any misconduct which may be found by the Commission to have occurred.
- Whether the conduct of any applicant, if not of the grant, itself was void originally and if not whether it is voidable.
- Whether the conduct of any applicant has been such to reflect adversely if not disqualifying from a comparative standpoint.

All parties to the case must be admitted to this new hearing, the court said (except CBS and *Boston Post*). It also stated that any person or persons about whom evidence is received may be permitted to cross-examine and submit rebuttal testimony. It also ordered that the attorney general be notified so that he may participate as *amicus curiae*.

The court said that the *status quo* shall be maintained, indicating that Boston's ch. 5 WHDH-TV continues to be operated by the *Herald-Traveler*. It also retained jurisdiction and ordered the Commission to report within 60 days on the progress of the new proceedings.

The court also specifically stated that it is up to the Commission to determine which of its members should or should not have participated in the Boston case, but it emphasized that these findings would, of course, be subject to the court's review.

WATCH FOR
THE MUSICAL
ADVENTURES OF

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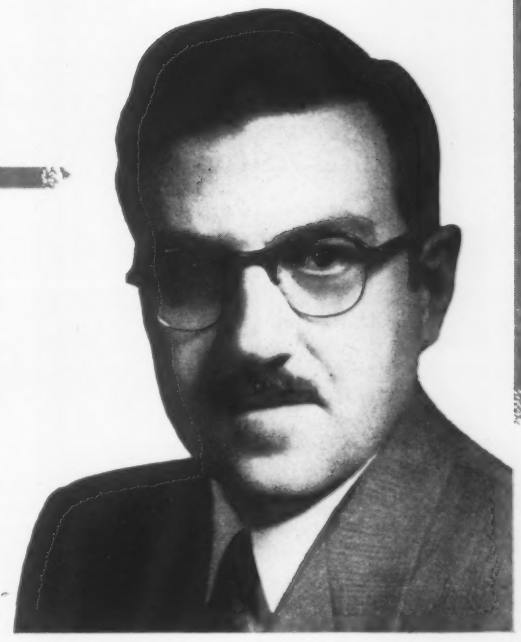
"My Monday mornings wouldn't be complete without Ad Age."

says **BERNARD J. WIERNIK**
Vice-President/Sales and Advertising
Mogen David Wine Corporation



"Advertising Age is, in my opinion, *the* outstanding trade publication in America today. As the leading advertisers in the wine industry, Mogen David must be aware of all the latest selling and merchandising programs being developed. My Monday mornings wouldn't be complete without Ad Age."

Wherever markets and media are being selected and schedules planned, there, too, you'll find Advertising Age. For over the years (28 so far), Ad Age's thorough reporting of the news and penetrating analyses of trends have made it a rewarding "professional consultant" for those who *influence* as well as those who *activate* marketing decisions. That's why you'll find that most of the executives of importance to you are among the thousands for whom Monday mornings wouldn't be complete without Ad Age.

The Mogen David Wine Corp., for example, whose sales jumped 425% between 1948 and 1957, puts its major advertising emphasis on broadcast media. This Chicago winery—production capacity: millions of gallons annually—spent more than $1,545,000* on network television time alone last year. Spot broadcasting also is coming in for special consideration in the company's 1958-59 plans to promote its Mogen David and Key wines.

Every Monday, market-interested executives at Mogen David turn to Ad Age to keep posted on developments affecting them. Further, Ad Age reaches decision-makers at the wine concern's agency, Edward H. Weiss and Company—covering this important advertiser and its agency with a total of *42 paid-subscription copies* every week.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,000 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Leading National Advertisers, Inc.*

BERNARD J. WIERNIK

Before joining the Mogen David Wine Corp. in 1950, Mr. Wiernik had gained both retail and wholesale selling experience, in addition to spending four years in the Army Air Corps, where he rose to the rank of captain. Starting as a chemist, he became assistant winemaker a few months later. In 1952, however, he was named sales manager, advancing to vice-president in charge of sales and advertising within three years. Since switching to the sales side, he has helped formulate many of the advertising and merchandising plans which propelled Mogen David to the front ranks of its field.

Mr. Wiernik is active in a number of civic projects, and serves on the board of directors of the Oak Park (Ill.) Temple. Some of his leisure time also is devoted to such diverse hobbies as electrical engineering, hunting, golf and bowling.

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ABC ABP NBP *1 Year (52 issues) $3*

WATCH ON THE POTOMAC

So that it will be prepared to handle whatever business may arise during the Aug. 1-Sept. 10 vacation period, FCC Thursday adopted an order delegating authority to a board of Commissioners to institute investigations in the absence of a quorum. A board is constituted of those Commissioners who may be present at any given time and does not necessarily represent a quorum.

FCC Proposes Appeal Curb

To curb excessive procedural delays in hearings on new stations and expanded facilities, FCC Thursday (July 31) proposed to forbid the appeal of a ruling by a motions commissioner, the chief hearing examiner or a hearing examiner until the Commission considers the entire record of the proceeding. However, in extraordinary circumstances an appeal could be made with the consent of the ruling officer prior to this time. FCC asked for comments by Sept. 30.

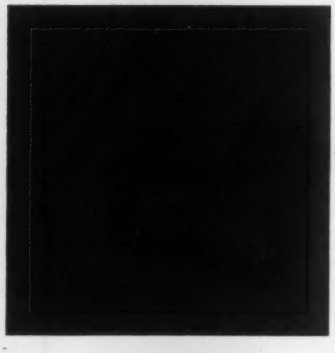
Under the present rule, any party to a hearing may petition the Commission to review an adverse ruling by a motions commissioner, the chief hearing examiner or the hearing examiner at any time during the proceeding. The Commission noted that this has resulted in "an excessive number of such appeals" which have imposed "an extra burden on the Commission" and often have delayed completion of hearings and "the furnishing of new or expanded services to the public."

WBAI-FM Sideband Test Approved

FCC last week approved an experimental grant to WBAI-FM New York City to use a side-carrier under its multiplexing operation to experiment with "compatible" stereophonic programming. The station, on 99.5 mc with 18 kw, proposes to repeat one hour of music each night on its main carrier and on one of its sidebands—so that any listener may receive stereophonic reception through his regular fm receiver and with a special receiver capable of picking up the station's sideband carrier. The test is being run in conjuction with equipment developed by Crosby Labs, Inc., Hicksville, N. Y. The experimental grant runs through October and was conditioned on no commercial sale of this hour of stereophonic programming.

FCC Denies Eastern's Plea

The FCC last week denied a request by Eastern Airlines that it be permitted to participate in the reopened Miami ch. 10 hearing on all issues—instead of the single issue of whether Comr. Mack should or should not have voted in the grant to National Airlines. The next prehearing conference in the case is scheduled for Aug. 25.



ONLY SQUARE-SHOOTING TIME BUYERS HAVE WE, TRY US! KJEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients INCREASES IN SALES! Call your BRANHAM man NOW for the HOTTEST avails.

FINAL BURST

FCC's final July meeting—which took one and a half days beginning Wednesday morning—covered over 250 individual items. The papers on these agenda cases amounted to more than 1,500 sheets, according to statistically-minded staffmen. This was one of the largest agendas in FCC annals, it is believed.

Anti-Switchblade WMGM Lauded

Judge John E. Cone of the New York State Supreme Court July 23 praised the campaign of WMGM New York to ban teenage weapons [IN PUBLIC INTEREST, March 17]. The endorsement came as Judge Cone testified before the Senate Interstate & Foreign Commerce Committee in support of a House-passed bill to make illegal the interstate shipment of "gravity" and "switchblade" knives.

WMGM helped the Committee to Ban Teenage Weapons obtain a petition of 80,000 signatures that was presented to Gov. Averell Harriman at the start of the campaign.

Class B Fm Plan Dropped

The FCC last week dropped its tentative allocation plan for Class B fm stations, effective Aug. 30, declaring the "plan has outlived its usefulness." It was originated in 1945 as a "temporary guide" for the allocation of Class B fm channels, which serve metropolitan and rural areas. Low power Class A fm stations, serving small communities, have never had a geographic allocation plan. According to the Commission, the increasing number of fm applications can be more efficiently processed through the elimination of the necessity for rule-making proceedings to make changes in the fm allocation table, as in the past.

FCC Takes on Call Letter Dispute

KOBY San Francisco last week was given a chance to prove its claims that listeners and others are confusing its call letters and those of KOFY San Mateo. The FCC acted on KOBY's petition for reconsideration of the April 22 grant of the KOFY call letters by ordering an evidentiary hearing. KOBY made its original complaint last April, repeating the complaint last month [GOVERNMENT, July 21] and enclosing three misaddressed envelopes to support its earlier suspicions.

Translator Hike Comments Asked

The FCC last week invited comments to a proposed change of rules which would increase the maximum output for tv translator stations from 10 w to 100 w. According to the Commission, such a power increase would "improve service and extend it to new areas in which there is little or no tv reception at present." The tv translator service was established in 1956 to enable small, outlying communities to have television.

The NATION'S FAMILIES tell you

(accurately classified in individual programs)

how much they spend, purchases, etc.

FOODS
how much they spent during past week—upper, middle, lower

AUDIENCE COMP
Men, women, teens 12-17, and children 11 and under

DRUGS, TOILETRIES, COSMETICS
Spendings for past week

CHILDREN
families with and without—those under and over 12

AUTOMOBILES
ownership and usage frequency

OCCUPATIONS
head of house: (1) professional, executive, managerial, technical; (2) clerical and sales; (3) manual

CIGARETTES
families who smoke and don't—one member, 2 and more

AUDIENCE REVERIFICATION
check against new shows and summer tally of same

REFRIGERATORS, STOVES
television, air-conditioners, washing-machines, dryers, freezers — THREE-MONTHS' look-ahead who will/will-not buy.

FEMALES
age of women heads of families —under 35 and brackets over. Priceless data

SOAPS, DETERGENTS, CLEANSERS
for past week—money spent

HOME OCCUPANCY
home owners vs. renters

ONE CATEGORY EACH MONTH

DYNAMIC PATTERNS OF FAMILIES AND BUYING

All network programs will be individually classified by principal categories—intensive, concentrated each month. Meaning—you can see *which* programs have most *interest* for your own product category!!

Tremendous aid here in holding to your present or buying a *new* approach.

For example: if you're an auto sponsor, but find cigarette or beer programs have more auto families, *maybe* you should act fast!

The Pulse Network Monthly Reports—U. S. PULSE TV and the RADIO-PULSE—will both report these new data *IN ADDITION* TO THE PRESENT COMPLETE REPORT . . . vital qualitative information.

INDUSTRY'S LARGEST SCIENTIFIC SAMPLING

From major markets throughout the U. S. Pulse interviewers will gather these vital added facts.

Blue-ribbon advertiser and agency subscribers tell us this one-category-per-month is most adequate. Should greater frequency be necessary, Pulse's 3,000 interviewers can deliver it.

At no extra cost for present agency full subscribers, this information is added to Pulse *Network* reports—*network*, both TV and radio.

If you are a non-subscriber, you can get New York, Chicago, Los Angeles and both network reports for only $200 per month.

Positively not available for individual network report purchasers.

ORDER NOW!

Any questions? Wire, write, or phone JUdson 6-3316

Nothing takes the place of INTERVIEWS in the home

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON

730 FIFTH AVENUE NEW YORK 19, NEW YORK

6 to 60

Sell 'em All

with

RADIO RAHALL

Colorful news reporting, plus music for every mood by top personalities . . . that's why Rahall Stations appeal to every age group 6 to 60. All top Hooper and Pulse stations that give you lowest cost-per-thousand impressions.

WKAP
ALLENTOWN, PA.

Again #1 Hooper, May and June, morning and afternoon. Try the afternoon show 4 to 6 p. m. with Dopey Duncan and Bob Newman.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashau markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

WTSP
ST. PETERSBURG FLA.

5000 watts, top personality station in the Tampa-St. Petersburg markets. The major league game of the day station for the Florida west coast.

WWNR
BECKLEY, W. VA.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

WNAR
NORRISTOWN, PA.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Beckus and Don Jones.

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davies, Gen. Manager

Eight Daytimers, One Unlimited Included in FCC New Am Grants

The FCC last week granted the following construction permits for am stations:

- J. C. Henderson, Dadeville, Ala., to operate on 910 kc with 500 w, day.
- Horsetooth Broadcasting Co., Fort Collins, Colo., to operate on 600 kc with 1 kw, directional antenna, day, engineering conditions.
- George S. Walker Jr., Lake City, Fla., to operate on 960 kc with 500 w, day.
- Emerson W. Browne, Tallahassee, Fla., to operate on 1580 kc with 5 kw, day, remote control permitted.
- Radio Gwinnett, Lawrenceville, Ga., to operate on 1360 kc with 1 kw, day.
- Clearwater Broadcasting Co., Orofino, Idaho, to operate on 950 kc with 500 w, day.
- Franklin County Broadcasting Co., Potosi, Mo., to operate on 1280 kc with 500 w, day.
- Copper Basin Broadcasting Co., Copper Hill, Tenn., to operate on 1400 kc with 250 w.
- Lafayette Broadcasting Co., Lafayette, Tenn., to operate on 1460 kc with 1 kw, day.
- Joseph E. Young, Crane, Tex., to operate on 1380 kc with 1 kw, day.

For other broadcast actions of last week, see FOR THE RECORD, p. 94.

FCC Approves Tv Repeater For WINR-TV Experiment

WINR-TV Binghamton, N. Y. (ch. 40), last week received FCC approval on its applications:

For an experimental tv repeater station on ch. 40 to determine over a year's time whether this type of station, carrying WINR-TV programs, can fill in a "shadow" in a uhf (WINR-TV's) service area.

For two new tv translators to carry WINR-TV programs: one on ch. 78 to serve Johnson City and Vestal and the other on ch. 81 to serve Hillcrest and Chenango Bridge.

The 10-w uhf repeater will radiate vertical polarized signals from a hill overlooking Chenango River Valley at Dickinson, north of Binghamton. WINR-TV said installation will cost less than $5,000 and that RCA is supplying the equipment free, with WINR-TV installing the gear and furnishing the land and commercial power. The uhf repeater is the second part of an experiment by WINR-TV in filling in shadow areas, the first being broadcast of continuous wave (unmodulated) signals on ch. 42. WINR-TV's new experiment will enable it to compare the uhf repeater station and the uhf translators.

The FCC also last week granted California Oregon Tv Co. permits for two translators: chs. 71 and 73 to translate programs of its KBES-TV Medford (ch. 5) and KOTI-TV Klamath Falls (ch. 2) in Oregon's Cow Creek area.

Fla. ETV Group Asks V Switch

The Florida Educational Tv Commission has asked the FCC to switch educational ch. 30 for commercial ch. 13 at Panama City because there is increasing public interest in organizing for an educational tv station there. The commission said ch. 13 was assigned to Panama City four months ago on request of commercial interests in Mobile, Ala., but that no application has been filed for ch. 13. Gulf Coast Community Junior College and Chipola Junior College were mentioned as institutions which would participate in an educational tv outlet there.

AT&T Threatens TWX Rate Boost If FCC Enforces Decrease Order

American Telephone & Telegraph Co. has asked the FCC to rescind its June 25 order directing a reduction of 15% in private-line telephone rates. AT&T asked permission to file tariffs immediately to increase private line teletypewriter (TWX) rates if the FCC turns down its petition [PROGRAM SERVICES, July 7].

United Press International, a heavy user of AT&T facilities, almost immediately filed a protest to the proposed rate increase. UPI charged the increase would be "patently discriminatory" against users of the news wires. The news service said it was intervening on behalf of newspapers and radio and tv stations. Several stock exchanges, users of ticker service, also protested the proposed rate boost.

AT&T said combined telephone and teletype rates earned only 6.4% on investment in 1955 and that the FCC order would cut current earnings to 4.5%, which AT&T termed "confiscatory." TWX services alone are earning only about 1.5% and it would be inequitable to reduce telephone rates and not increase TWX rates, AT&T said. AT&T is expected to ask an overall increase of about 35% for TWX and Western Union is expected to ask about a 41% boost.

WU Asked to Submit Schematic For Dropping Foreign Operations

The FCC has ordered Western Union Telegraph Co. to submit by Dec. 31 a plan to divest itself of its international telegraph operations, with divestiture to take place six months after FCC approval. WU also was directed to make monthly reports on its progress on this schedule.

The divestment is required by Sec. 222 (c) (2) of the Communications Act as a result of WU's 1943 merger with Postal Telegraph. An FCC hearing examiner first proposed divestment in 1954, but recommended FCC ask Congress for amendment of Sec. 222 to permit international merger. FCC decided against such a request to Congress but asked WU to propose any method permissible under statutes existing on Dec. 31. Comrs. Frederick W. Ford and John S. Cross did not participate.

FCC to License Wireless Mikes

The FCC last week provided for the licensing of low-power auxiliary stations for the cueing, direction and transmission of program material over distances not exceeding a few hundred feet. This program material would be sent by means of small, portable, wireless microphones. The low-power stations would be limited to one watt.

Try the new Turner 220A Lavalier for 30 days free

We say it's the world's finest lavalier microphone . . . on-the-job performance will prove it!

If you don't agree, simply return it. It will cost you nothing. We're willing to make this free trial offer because we're convinced this new lavalier has no equal.

Superior performance

This new microphone has great sensitivity and range, especially for a lavalier. Frequency response is 60 to 20,000 cps. And Turner's exclusive Dynaflex Diaphragm picks up the slightest shadings of sound, transmits them faithfully. Omni-directional polar pattern levels out volume variations caused by head movements.

Classic, inconspicuous design

The new 220A is designed to feature the performer, not the microphone. It's slim, trim, aluminum case is neutral grey, non-reflecting enamel.

An excellent value

When you decide to keep the Turner 220A you'll be convinced the $75.00 Radio/TV station net cost represents real value. The microphone can be adapted to stand use to do double duty. The price includes 25 feet of attached plastic-covered, 3-conductor, shielded cable plus lavalier accessory. But the outstanding performance characteristics you get from this attractive studio lavalier are the important benefits.

Prove it for yourself. Try it in your studio, subject to your own work conditions, your own habits, your own performance standards. You'll see why no other lavalier microphone can match it.

Mail this coupon for the no-obligation, 30-day free use of the Turner 220A.

THE TURNER COMPANY

936 17th St. N. E.
Cedar Rapids, Iowa

Gentlemen:

Please send me your 220A lavalier mike for a free 30-day trial at no obligation to me. Please include spec sheets.

Name

Radio or TV Station

Address

City Zone

State

IN CANADA: CANADIAN MARCONI CO., Toronto, Ontario and Branches

EXPORT . . . : AD AURIEMA, INC., 85 Broad St., New York 4, N. Y.

RAB RADIO COUNT: 142.6 MILLION

Radio sets in working order in the U.S. on July 1 stood at an all-time high of 142.6 million, the Radio Advertising Bureau estimated last Friday.

The figure compares with 139.5 million estimated earlier this year as the total on Jan. 1, 1958 [TRADE ASSNS., April 7].

The latest "box car" estimate, RAB said, puts the number of radio homes at 47.1 million as against 46.6 million six months earlier. During the same span the number of secondary sets rose 4.1% to a total of 48.3 million, bringing total household sets to 95.4 million, according to RAB.

The announcement said that "despite an automobile sales slump, the radio-in-auto count rose to 37.2 million, more than three times the number in 1948—and more than the number of total radio homes in that year. In addition, many radios are aboard the nation's 7 million-plus pleasure boats while an estimated 10 million radios exist in public listening places."

RAB said the current total represents "an 82.8% increase in the number of radios during the last 10 years (the period of television's birth and growth)."

In another dig at its broadcast competitor, RAB observed that semiannual sales estimates for the first six months of 1958 indicate "2.4 times as many radios bought as tv sets, with the current total set count running 3½ times greater for radio than tv."

RAB President Kevin B. Sweeney cited the mid-year estimates as evidence that radio continues to grow even in a recession and even when the number of radio homes is already near saturation. He continued:

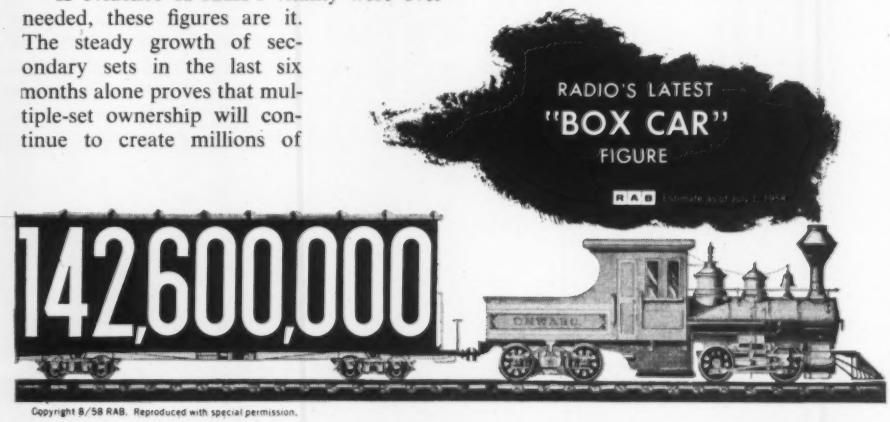
"The 142.6 million mark means 2.8 radios for each of America's 50 million homes. That's almost twice as many radios as wage earners . . . three times as many radios as housewives . . . nine times as many radios as teen-agers.

"If evidence of radio's vitality were ever needed, these figures are it. The steady growth of secondary sets in the last six months alone proves that multiple-set ownership will continue to create millions of new listening places where other media do not exist."

RAB emphasized that its estimates do not include radio sets not in working order. The number of these was placed at 22 million.

Here, by location, is how RAB's midyear estimates compare with those released earlier for Jan. 1, 1958:

Location	July 1 (Millions)	Jan. 1 (Millions)
In homes	95.4	93.0
In cars	37.2	36.5
In public places	10.0	10.0
TOTAL	142.6	139.5



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LOCAL GOOD WILL NEED CITED BY HAYES

- **Addresses South Carolinians**
- **Urges public relations stress**

Broadcasters must establish "a new public relations climate" by meeting their local responsibilities, John S. Hayes, president of the Washington Post Broadcast Division, said Tuesday in an address to the South Carolina Radio & Television Broadcasters Assn.

Mr. Hayes told the association at its Myrtle Beach meeting "At no time in the past 30 years have we faced a more vexing situation than that which confronts us now in Washington."

MR. HAYES

He posed this warning: "In a way, the very existence of our free system of American broadcasting is threatened." Among Washington "problems" he listed: network investigation by House committee; Senate committee probe of music practices and audience rating; FCC's Barrow study of networks; Dept. of Justice probes; FCC and Defense Dept. allocation studies.

W. Randall Davidson, WAKN Aiken, association president, presided at the three-day meeting. H. Moody McElveen, WNOK-TV Columbia, vice president, was program chairman. W. Frank Harden, WIS Columbia, and Bruce Buchanan, WFBC Greenville, were co-chairman of arrangements.

The industry's defensive position in Washington is paradoxical in view of its public acceptance, Mr. Hayes told the South Carolina group. Citing industry growth and policies, he chided broadcasters "who at one moment talk about our free American system and the very next moment rush to the FCC pleading for assistance and for what is, in effect, more governmental interference."

What is needed, he said, is "a climate of goodwill between the public, the broadcasting industry and the government; and we must reach some mutual understanding with the federal establishment so that it recognizes that it represents us as much as the public we serve.

"The answer in the last analysis must lie at the local level and it must rest on the foundation of local responsibility in broadcasting. Each broadcaster at each station, radio or television, must so serve his community, must so mend his own public relations fences, must so become a parcel of the area he serves that there begins at the very grass roots a groundswell of public favor which rolls into Washington and dissipates our opposition by the very force of its overwhelming strength."

Mr. Hayes emphasized newscasts in his plea for local responsibility. Reminding of the new concerns brought on by international developments and the space age, he said, "The people have a right to know what is happening throughout the world. Yet, even among the members of this association there may be one whose broadcast news is ripped from a ticker at the last moment and rushed to the air, unedited and unchecked. Perhaps it is even read between two phonograph records or two reels of film by a disc jockey or a master of ceremonies who has neither the opportunity to pre-digest it nor an inclination to understand it. The public can have no confidence in this type of local news presentation and must think lightly of our industry because of it."

While world and national news are important, Mr. Hayes suggested "the fire around the corner to some people is as important an item of news as the landing in Lebanon. An area station must cover area news and even the smallest operation in our midst must cover the news in its own area. If we do not, the burden of this responsibility falls upon our competing media and they will gain by default what should be ours if we would but work for it."

Good news reporting need not be expensive, he said, explaining the expense may only become severe when a station doesn't exploit its news opportunity. "Who can evaluate how much of the reputation which a station rightfully should have, has been lost?" he asked. The inspiration, he added, must come from management.

"The audience of each station must come to feel that its favorite call letters are the source of information, education and community service of a high order," Mr. Hayes said. "If we fail to build this impression among our audience, they will come to think of us as simply purveyors of music or a new form of motion picture house or, at the most, a casual companion to be abandoned at will."

In calling for stronger public service pro-

gramming, he suggested that businessmen who turn to radio and tv stations for aid in civic effort "might become interested in purchasing other types of public service programming under their own individual sponsorship." He said reputations are built through public service broadcasting and lost through the lack of it. "Good public service is good business," he said. "Without it a station lacks a necessary part of its personality."

The broadcasting position will be better understood in Washington, according to Mr. Hayes, "when we deal with men who have come to depend upon us for our opinions and who know us as productive leaders in our respective communities.

"We must squarely face the fact that we have grown far beyond the day when we were thought of as members of the entertainment industry. Today we are publishers, news editors, educators, explorers, merchandisers, sociologists and purveyors of entertainment all rolled into one. If we exercise our responsibilities locally, then all of us can be proud to number ourselves in the industry. If we shirk our responsibilities, we lose not only our business, but we toss away the free system of broadcasting. Our survival depends in large part upon a realization of our obligations."

Ernest W. Jennes, of the law firm of Covington & Burling, Washington, also addressed the South Carolina group He said the FCC's attitude on the trend away from over-all program balance and emphasis on news-music and other formats has not yet become clear. While the Commission appears to be relaxing its attitude so the failure to program in one or more of the conventional categories is not necessarily serious, he said no green light has been given to a 90% music-10% news type of format. Even if such programming survives renewal procedure there are other complications to watch for, he said, pointing to possible comparative or protest proceedings involving a new or improved facility.

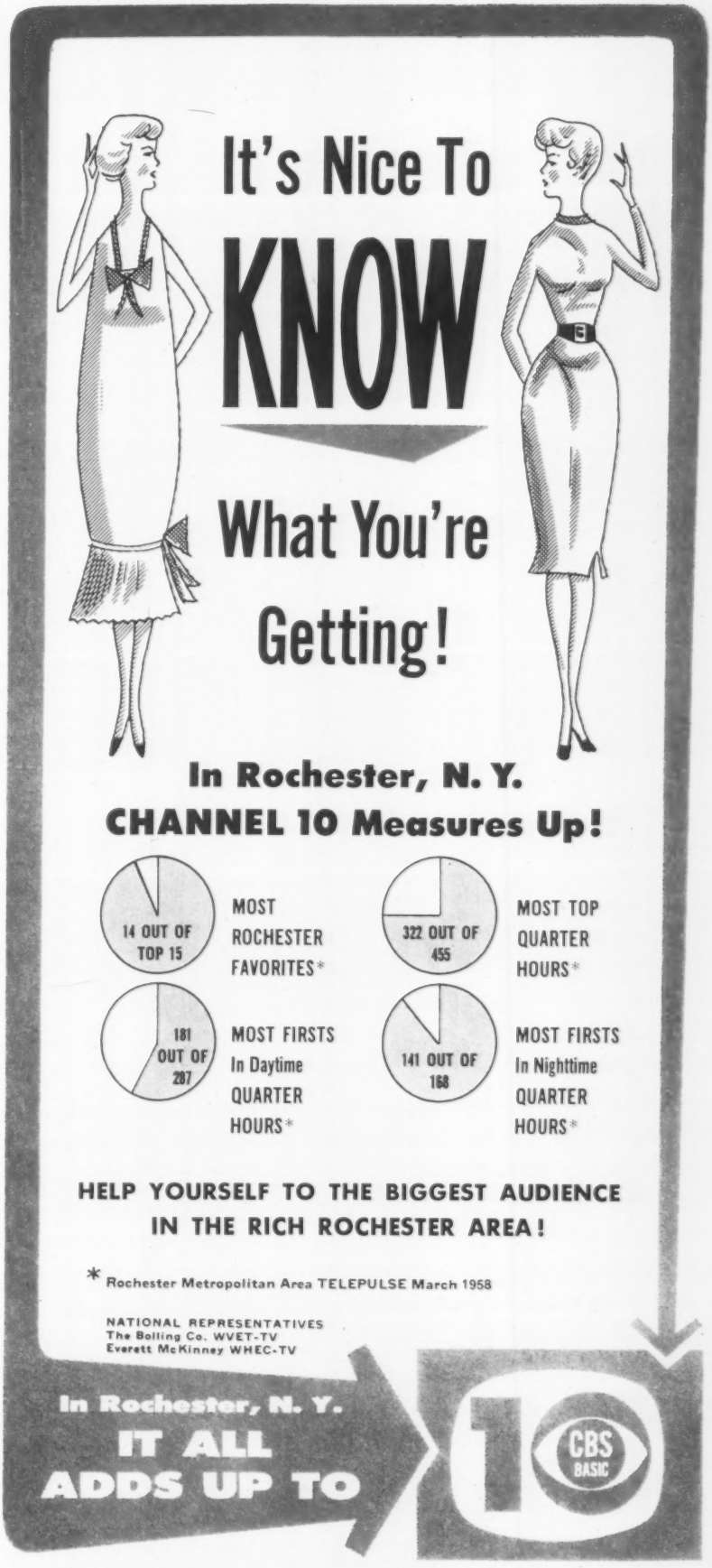
"The bare minimum that may get you your renewal is not enough to give you the status which a record of well-balanced programming, fully responsible to the needs of your community, could achieve," he said. "A broadcaster is hardly in a position to wrap the mantle of public interest around his operations if he is not prepared to undertake his fair share of the responsibility of serving that public interest."

Mr. Jennes said the FCC is giving closer attention to spot commercials, mentioning a station that obtained a renewal only after promising to cut the number sharply. He advised keeping spots within one minute.

Lotteries present a vexing problem, he said, offering this way of appraising a possible lottery: "A chance for a prize at a price." All three elements must be present to constitute a federal lottery violation, he said.

Judge Van Allen Dead at 81

Judge John W. Van Allen, 81, general counsel emeritus of Electronic Industries Assn., died July 28 in Buffalo after a brief illness. Judge Van Allen was named legal counsel of the then Radio Mfrs. Assn. (now



EIA) in 1927 and two years later was named general counsel, a post he held until 1952. He was a prominent figure behind enactment of the Radio Act of 1927 and participated in many legislative and governmental developments during a quarter-century of electronic expansion. He is survived by his wife, Mrs. Gertrude Sweet Van Allen and three daughters. Services were held Wednesday in Buffalo.

Advertising Research Foundation Presidency Relinquished by Hart

William A. Hart has resigned the Advertising Research Foundation presidency to which he was elected in December 1955. Wallace H. Wulfeck, ARF board chairman, announced last week that the board had accepted Mr. Hart's resignation with regret. Mr. Hart, who asked to be relieved from office at as early a date as convenient to the board, originally had agreed to serve as president for two years. He had been elected a director of ARF in December 1953.

Dr. Wulfeck said the board had authorized the appointment of a committee "to study staff organizational needs and make recommendations to the board at an early date." ARF did not indicate who would succeed Mr. Hart.

Mr. Hart's background includes 31 years with E. I. duPont de Nemours Inc. which he left as director of advertising; service as vice president and a director of the Assn. of National Advertisers; vice president of the National Better Business Bureau as well as the Advertising Federation of America; a director (1927-55) and chairman (1952-54) of the Audit Bureau of Circulations.

Nine in Advertising Appointed To AFA's Executive Committee

Nine advertising leaders were appointed to the executive committee of the Advertising Federation of America, it was announced last week by AFA Board Chairman Robert M. Feemster, chairman of the executive committee of the *Wall Street Journal,* who was himself appointed to the committee for a one-year term. In addition to Mr. Feemster those appointed included Mary E. Busch, executive vice president, Emery Adv. Corp., Baltimore; John P. Cunningham, president, Cunningham & Walsh, New York; Ben R. Donaldson, advertising consultant, Ford Motor Co., Dearborn, Mich.; James S. Fish, vice president and director of advertising, General Mills Inc., Minneapolis; Melvin S. Hattwick, director of advertising, Continental Oil Co., Houston; George W. Head, advertising and sales promotion manager, National Cash Register Co., Dayton; David H. Kutner, merchandising manager, Motorola Inc., Chicago, and C. James Proud, president of AFA.

TRADE ASSOCIATION SHORTS

NAB announces formation of FM Radio Committee, first of new standing committees, and names **Ben Strouse,** WWDC-FM Washington and fm director-at-large for NAB, as chairman [AT DEADLINE, July 28]. Other members are **William B. Caskey,** WPEN-FM Philadelphia; **Everett L. Dillard,** WASH (FM) Washington; **Raymond S. Green,** WFLN-FM Philadelphia; **Michael R. Hanna,** WHCU-FM Philadelphia; **Merrill Lindsay,** WSOY-FM Decatur, Ill., and **C. Frederick Rabell,** KITT-FM San Diego.

Catholic Apostolate of Radio, Television & Advertising (CARTA) will sponsor its annual boat ride up the Hudson River on Aug. 20, starting at 7 p.m. Tickets are priced at $2.75 and are obtainable through CARTA representatives at networks, stations, agencies and station representatives.

UPCOMING

August

Aug. 4-23: Summer Tv Workshop, College of Communication Arts and WKAR-TV, Michigan State University, East Lansing.

Aug. 13-16: Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.

Aug. 19-22: Western Electronic Show and Convention, Ambassador Hotel, Los Angeles.

Aug. 22-23: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 23: New Mexico Assn. of Broadcasters, Alvarado Hotel, Albuquerque.

Aug. 24-Sept. 4: National Assn. of Educational Broadcasters, tv instruction conference, Purdue U., Lafayette, Ind.

Aug. 24-26: Georgia Broadcasters Assn., St. Simons.

Aug. 25-29: American Bar Assn., Los Angeles.

September

Sept. 4-5: RAB Regional Management Conference, Ponte Vedra Inn, Ponte Vedra Beach, Fla.

Sept. 4-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.

Sept. 5-6; Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.

Sept. 5-6: Indiana Assn. of Broadcasters, Hotel Marott, Indianapolis.

Sept. 8-9: RAB Regional Management Conference, Rickey's Studio Inn, Palo Alto, Calif.

Sept. 9-11: Idaho Broadcasters Assn., Washington Hotel, Weiser.

Sept. 11-12: RAB Regional Management Conference, Western Hills Lodge, Sequoyah State Park, Okla.

Sept. 12-14: AWRT New England conference, Stowe, Vt.

Sept. 15-16: RAB Regional Management Conference, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 19-21: International Sight & Sound Exposition's seventh annual High Fidelity Show and Music Festival, Palmer House, Chicago.

Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Française, Alpine Inn, Ste. Marguerite, Que.

Sept. 22-23: Louisiana Assn. of Broadcasters, Townhouse Motel, Lafayette.

Sept. 22-23: RAB Regional Management Conference, Hotel Morain-on-the-Lake, Highland Park, Ill.

Sept. 25-26: RAB Regional Management Conference, St. Clair Inn & Country Club, St. Clair, Mich.

Sept. 26-27: Mississippi Broadcasters Assn. Management Conference, U. of Mississippi, University.

Sept. 26-28:: AWRT southern area conference, Columbus, Ga.

Sept. 29-30: RAB Regional Management Conference, Princeton Inn, Princeton, N. J.

October

Oct. 2: Advertising Research Foundation fourth annual conference, Waldorf-Astoria Hotel, New York City.

Oct. 3-5: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.

Oct. 5-6: Texas Association of Broadcasters, fall conference, Texas Hotel, Fort Worth.

NAB FALL CONFERENCES

Sept. 18-19, Buena Vista Hotel, Biloxi, Miss.
Sept. 22-23, Okla. Biltmore, Oklahoma City, Okla.
Sept. 25-26, Challenger Inn, Sun Valley, Idaho.
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeler Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 24-27, Statler Hilton Hotel, Washington, D. C.

In the Syracuse Market

WSYR COVERS
***80% MORE RADIO HOMES**
Than the No. 2 Station

This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds $2½ billion annually.

WSYR attracts the *adult, able-to-buy* audience by maintaining a high standard of *quality* performance, by *professional* performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

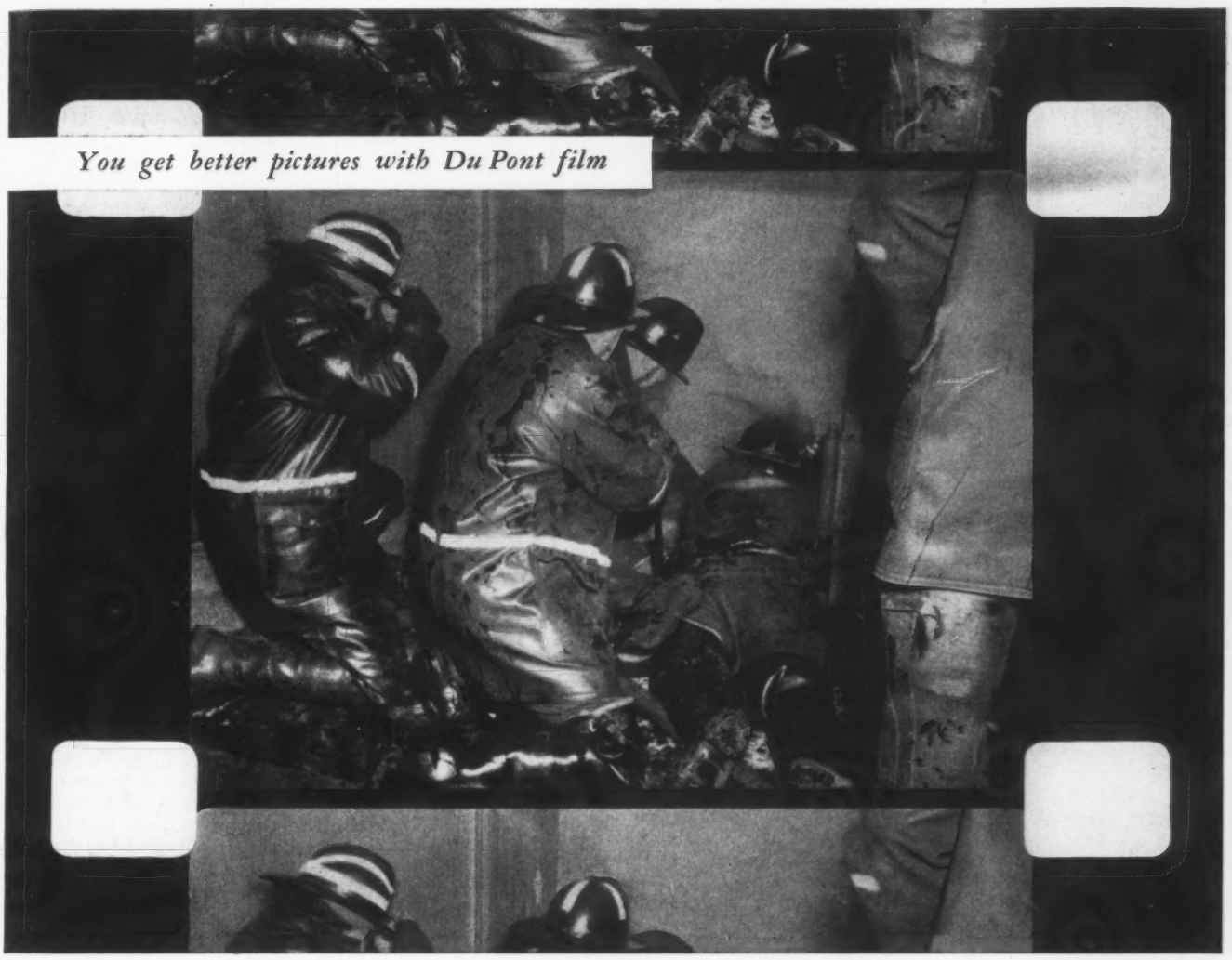
NBC in Central New York

*Nielsen Coverage Service No. 2

WSYR

Represented Nationally by HENRY I. CHRISTAL CO.

5 KW · SYRACUSE, N. Y. · 570 KC



Scene from a WNEM newsreel, shot on Du Pont 931 film.

WNEM-TV uses

one film for all light conditions... Du Pont 931

Charles Ray, Director of Photography for station WNEM-TV, Bay City, Mich., says that he and his six cameramen keep their cameras loaded with Du Pont Type 931 Rapid Reversal film for all newsreel photography.

"931 has the high speed and latitude we need for news shots anywhere, any time," says Mr. Ray. "We can shoot indoors or out, rain or shine, and be sure we'll get good, usable pictures."

WNEM has built up a large "morgue" of filmed background material on local activities, so that when a story breaks, they'll have films immediately available to help round out the news coverage. When a cameraman comes in with footage on a hot local story, WNEM can go on the air with a complete, edited news show. Du Pont 931 helps here, too—its wide processing latitude and extra short drying time mean it can be force processed at high temperatures, dried, spliced and on the air in a matter of minutes.

"We don't see how you can beat 931," concludes Mr. Ray, "for this combination of speed, latitude and processing ease."

For more information on 931 and other hard-to-beat Du Pont Motion Picture Films for TV use, contact the nearest Du Pont Sales Office. Or write Du Pont, Photo Products Department, 2420-2 Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living... *through Chemistry*

AM STATIONS YIELD 10%, TV 15%

The profit margin of radio and tv stations is becoming stabilized—around 10% for radio and 15% for tv.

With both radio and tv revenues increasing in 1958 [STATIONS, June 9], an analysis of industry economics in 1957 by NAB shows little change in operating ratio (expenditures vs. revenues) in 1956 and 1957.

Radio stations showed a profit (before taxes) of 11.8% in 1955, 11.3% in 1956 and 9.1% in 1957.

Tv stations, which had a profit of only 9.4% in 1955, showed 15.9% profit in 1956 and 15.1% in 1957.

Charles H. Tower, director of NAB's broadcast personnel and economics department, said the typical tv station had $925,500 in total revenue last year whereas typical radio station revenue was $99,700. In his June forecast of 1958 revenue Mr. Tower had estimated tv would show a 3.5% gain over 1957 and radio a 2.0% gain. These estimates were based on an analysis of station first-quarter income.

The time-sales dollar of the typical tv station in 1957 was broken down this way—national and regional advertisers 47 cents, networks 28 cents and local 25 cents. In 1956 the national-regional figure was the same, but local advertisers accounted for 30 cents, and networks for 23 cents.

The 1957 radio time-sales dollar was broken down as follows—national and regional advertisers 15 cents, local advertisers 85 cents. Taking radio stations as a whole, network income was negligible, but the typical network income of a network affiliate was $4,000 for the year.

Analyzing tv expenses, NAB found the dollar broken down like this—38 cents for programming, 32 cents for general administrative, 18 cents for technical and 12 cents for selling. This closely followed the 1956 pattern.

The radio station expense dollar was broken down as follows—38 cents for general and administrative, 33 cents for programming, 17 cents for selling and 12 cents for technical.

Highest profit margins for tv stations were found in markets over a million population with income over $2 million, NAB found. Conversely, tv stations in markets under 100,000 population had narrow profit margins and the typical station with less than $300,000 a year income lost money in 1957.

In the case of radio stations, highest profit margins were found in markets over 2½ million population for stations having total revenue of more than $1 million. Stations in markets of a million or less population had uniformly even profit margins ranging between 7% and 11%.

NAB's analysis of tv stations was based on returns from 204 of the 404 possible stations, a 50% sample. A 26% sample—754 of the 2,916 stations that operated during 1957, provided the basis for the radio computations. The typical station figures in both radio and tv analyses are medians or the middle figure in a particular revenue or expense item.

1957's tv station

ITS REVENUE[a] WAS	$925,500
ITS TIME SALES WERE	$982,700
ITS EXPENSES WERE	$785,700
ITS PROFIT[b] (15.1%) WAS	$139,800

Time sales came from

NETWORKS (27.9%)	$274,200
NATIONAL, REGIONAL ACCOUNTS (46.6%)	$457,900
LOCAL ACCOUNTS (25.5%)	$250,600

Expenses went into

TECHNICAL (18.3%)	$143,800
PROGRAMS (37.6%)	$295,400
SELLING[d] (12.3%)	$ 96,600
GENERAL, ADMINISTRATIVE (31.8%)	$249,900

[SALARIES AND WAGES ($331,500) ACCOUNTED FOR 42.2% OF THE FOUR EXPENSE CATEGORIES]

1957's radio station

ITS REVENUE[a] WAS	$ 99,700
ITS TIME SALES WERE	$100,500
ITS EXPENSES WERE	$ 90,600
ITS PROFIT[b] (9.1%) WAS	$ 9,100

Time sales came from

NETWORKS[c] (0.0%)	$0.0
NATIONAL, REGIONAL ACCOUNTS (15.0%)	$15,100
LOCAL ACCOUNTS (85.0%)	$85,400

Expenses went into

TECHNICAL (12.0%)	$10,900
PROGRAMS (32.8%)	$29,700
SELLING[d] (17.4%)	$15,800
GENERAL, ADMINISTRATIVE (37.8%)	$34,200

[SALARIES AND WAGES ($52,700) ACCOUNTED FOR 58.2% OF THE FOUR EXPENSE CATEGORIES]

[a] Time sales plus incidental broadcast revenue minus agency and representative commissions and payments to networks for sale of time.
[b] Before taxes.
[c] For those stations which were affiliated with national networks the typical network revenue was $4,000.
[d] Includes all promotion, excludes agency and representative commissions.

WWDC Washington Picks Up McLendon's Chennault Editorial

A one-time editorial exchange was conducted last week by Gordon McLendon, head of the McLendon station group, and WWDC Washington.

Mr. McLendon had broadcast an editorial paying tribute to the late Gen. Claire Chennault, who was buried last week. Recalling that WWDC uses frequent editorials, he offered the commentary to Norman Reed, WWDC program vice president. Speaking from an airport telephone, Mr. McLendon read the editorial to a WWDC beep recorder.

WWDC carried the guest editorial Tuesday evening and Wednesday morning. It was 2 minutes and 20 seconds in length. The McLendon station group includes KLIF Dallas, KILT Houston, KTSA San Antonio, KEEL Shreveport, La., and WAKY Louisville.

News is Good News for WWCA; Anti-Recession Idea Pays Off

A promotion to "combat the recession mood" is being conducted by WWCA Gary, Ind., in which for the first time it sells spots in newscasts and airs "Good News" items. The 12-week promotion will gross $12,000, the station books show.

In each five-minute newscast WWCA programs two non-competitive advertisers. In addition to a mention at the open and close, both advertisers get a 75-word commercial. Each commercial is preceded by a 10-20-word story on a local business upswing supplied by WWCA's news department. Clues to a "Mystery Personality" contest, in which the station promises to give away $12,000 in savings bonds, also are presented during the newscast.

The "Good News" package is sold in groups of 25, 20, or 10 weekly announcements. An advertiser who buys 20 spots a week, for instance, gets 10 in Class A time, five Class B and five in Class C time. To promote the "Good News" campaign WWCA placed bus cards in 88 Gary buses, painted an announcement on the outside of one bus and aired 10 daily promotional spots.

WWCA reports it realized 20% more income by selling the package to the 18 advertisers than selling newscasts to individual sponsors. Plans are underway to renew the promotion.

WTOL-TV to Be on Air by 1959

Community Broadcasting Co., operator of WTOL Toledo, reports its ch. 11 WTOL-TV there is expected to be operating by end of 1958. Work has begun on a tower and construction of a building for the new tv station's studios and offices will follow, Frazier Reams, Community president said. WTOL's officers will serve WTOL-TV. With Mr. Reams as president will be Thomas S. Bretherton, secretary-manager, and Morton Neipp, vice president.

WSAU Shifts After 22 Years

Call letters of WOSA Wausau, Wis., were muted Thursday night (July 31) and in its place Wausau citizens heard "the new" WSAU which moved over to 550 kc from its old spot at 1400 kc where it had operated for 22 years with 250 w. It now will operate with 5 kw. Station was purchased earlier this year from Alvin E. O'Konski Enterprises by Wisconsin Valley Television Corp. [STATIONS, March 17] along with the O'Konski-owned WLIN (FM) Merrill. Latter will continue as is.

Anything you can do on tape you can do better on the new Presto 800

SUDDENLY problems that have plagued recording engineers for years are *gone!* Work that usually takes costly hours can be done much more efficiently—at far less cost.

THE PRESTO 800 PROFESSIONAL is one tape recorder with *all* the answers. Its single-action individualized controls mastermind each detail – deliver a higher rate of production at significantly lower operating costs.

For example: Separate switches provide correct playing tape tension even when reel sizes are mixed. Three rewind speeds are push-button selected. Cue switch allows hand-winding and cueing without fighting the brakes. Pop-up playback head shield for right-hand head disappears in STOP and FAST, completely exposing all heads for easy sweep loading and fast, sure editing. Five color-coded illuminated switches provide interlocked relay control of the five basic functions. Spring-loaded playback head can be adjusted for azimuth even with snap-on head cover in place. Safe tape handling with top speed is assured because interlocked relay control prevents accidental use of record circuit.

If you've done your share of editing, one thing is clear . . . the recorder you *have* to have is the PRESTO 800 Professional. Available in console, portable and rack-mounted models, in stereo or monaural. For facts and figures, write, or wire collect to Tom Aye, Presto Recording Corp., Paramus, New Jersey.

A subsidiary of The Siegler Corporation.
Export: 25 Warren St., New York 7, N. Y.
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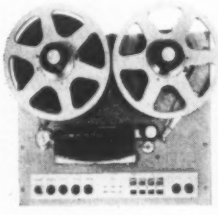
PRESTO

TURNTABLES • TAPE RECORDERS •
DISC RECORDERS • DISCS • STYLI

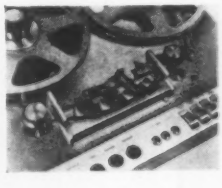


800 PROFESSIONAL EXCLUSIVE:

Edit switch allows one-hand runoff during editing and assembly of master tapes, eliminates messy tape overflow.

800 PROFESSIONAL EXCLUSIVE:

New linen-base, phenolic drum brake system features double shoes, eliminates brake maintenance headaches.



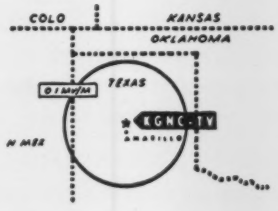
800 PROFESSIONAL EXCLUSIVE:

Four-position plug-in head assemblies offer optimum flexibility. Can be instantly interchanged without realignment.

use
CHANNEL 4-SIGHT

No need for telescopic vision to see the results you will reap from the use of Channel 4 on the great Golden Spread. More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw
Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT ANY KATZ MAN

THIS is KTLA (TV) Los Angeles' new flying tv unit, the Telecopter [STATIONS, July 28]. The $42,000 Bell D-2 helicopter is equipped with audio and video transmitters, monitor, communications system, power supply and a GE Vidicon camera with Zoomar lens. Cost of developing and equipping KTLA's airborne news arm was about $40,000.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WSRS-AM-FM CLEVELAND, OHIO • Sold by Sam R. Sague and George Bickford to multiple station owner John R. Kluge for over $500,000. Mr. Kluge owns WGAY-AM-FM Silver Spring, Md. (Washington area); KNOK Fort Worth, Tex.; 77% of WILY Pittsburgh, Pa.; 73% of WKDA Nashville, Tenn.; 90% of WINE-AM-FM Buffalo, N. Y., and 37% of the Class B stock of WLOF-TV Orlando, Fla. Broker: Blackburn & Co. WSRS operates on 1490 kc with 250 w fulltime.

KCRE CRESCENT CITY, CALIF. • Sold to Mel D. and Aldine T. Marshall, owners of KENL Arcata, Calif., by J. K. Perry and Robert E. Grey for $45,000. KCRE operates on 1240 kc with 250 w.

KLUK EVANSTON, WYO. • Sold to Robert M. Dole of KPRK Livingston, Mont., and Dr. Wilton Franke by M. D. Buchen, general manager of KFSG, KGLA (FM) Los Angeles, and Bryant Harmon and Arthur Bartel for $25,500, plus accounts receivable. Wilton Gunzendorfer was the broker. KLUK operates on 1240 kc with 250 w.

WKXL CONCORD, N. H. • Half interest sold by WKNE Corp. to Frank B. Estes, presently owning other 50% of WKXL, for $30,000. Mr. Estes has resigned as vice president of WKNE Keene, N. H. Sale of interest in WKXL leaves Joseph K. Close, principal stockholder of WKNE Corp. with following ownership: WKNE-AM-TV Keene, N. H.; cp for WKVT Brattleboro, Vt., and WKNY-AM-TV Kingston, N. Y. WKXL operates on 1450 kc with 250 w and is affiliated with CBS. Mr. Close said that he intended acquiring other properties.

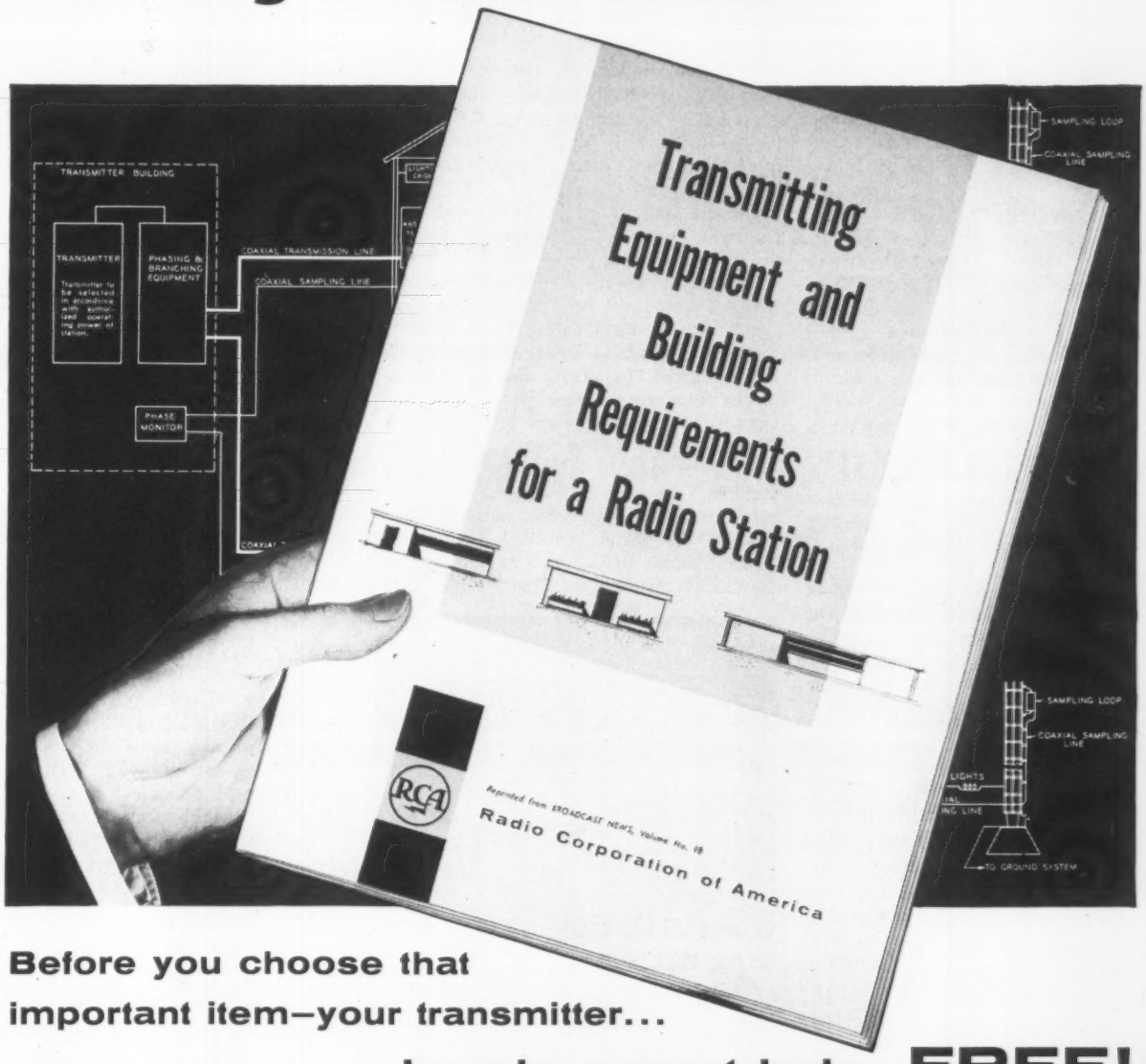
WWOR-TV WORCESTER, MASS. • Sold by Salisbury Broadcasting Corp. to Springfield Television Broadcasting Corp. (ch. 22 WWLP [TV] Springfield, Mass.) for 20% interest in Springfield Television. Ch. 14 WWOR-TV has been off air since 1955. Agreement contemplates resuming Worcester operation as partial satellite of WWLP. WWOR-TV owners are Fox Wells & Rogers, 30.4%; John Z. Buckley, 0.91%; Kenneth P. and Milton P. Higgins, 9.9%. Fox Wells & Rogers owns 42.5% of KFSD-AM-FM-TV San Diego. In addition to WWLP, Springfield Television also owns semi-satellite ch. 32 WRLP (TV) Greenfield, Mass., and translators in Claremont and Lebanon. N. H. WWLP is affiliated with NBC and ABC.

APPROVED *The following transfer of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 94.*

WMBR-AM-FM JACKSONVILLE, FLA. • Sold to WMBR Inc. by The Washington Post Co. for $375,000. WMBR Inc. is owned by WWDC-AM-FM Washington, D. C. (Baltimore advertising executive Joseph Katz, majority owner, Ben Strouse, president and minority owner). WMBR operates on 1460 kc with 5 kw and is affiliated with CBS. WMBR-FM is on 96.1 mc with 50 kw.

KHAD-TV LAREDO, TEX. • Sold to Southwestern Publishing Co. by Vidicon Industries of America for $190,000. Southwestern Publishing is wholly owned by Donald W. Reynolds who owns or controls KBRS Springdale and KFSA-AM-TV Fort Smith, both Arkansas, KHBG Okmulgee, Okla., KLRJ-TV Henderson, KOLO-AM-TV Reno, and KORK Las Vegas, all Nevada. Comr. Robert Bartley dissented on grounds of concentration of interests. KHAD-TV is on ch. 8 and is affiliated with

Planning a Radio Station?



Before you choose that important item—your transmitter...

here's expert help—FREE!

The purchase of a transmitter is a long-term investment making its selection very important to the station and its operation. Thus, this new brochure deals with transmitter equipment, the building, remote control, towers and antenna systems. It combines the practical know-how of experienced station and equipment engineers and provides a check-list as a guide in transmitter selection.

Answers to many vital questions about building requirements and equipment details are included. Typical systems are considered and general principles of applications discussed.

Get your FREE copy now. Write to RCA, Department J-22, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA ... your first source of help in station planning

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Tmk(s) ®

ABC, CBS and NBC.

WWOK CHARLOTTE, N. C. • Sold to Radio Charlotte Inc. by Carmen Macri for $160,000 plus $30,000 for a three-year agreement not to compete. Sherwood J. Tarlow, president of Radio Charlotte has interests in WHYE Roanoke, Va., WARE Ware, Mass., and WHIL Medford, Mass. WWOK operates on 1480 kc with 1 kw, day.

KVOA TUCSON, ARIZ. • Sold to Gordon Broadcasting of Tucson (Sherwood R. Gordon, who also owns WSAI-AM-FM Cincinnati, Ohio, and KBUZ and KTYL-FM Mesa, Ariz.) by Arizona Broadcasting Co. for $156,750 plus lease of certain equipment for five years at $400 per month. KVOA operates on 1290 kc with 1 kw.

KTVQ (TV) OKLAHOMA CITY, OKLA. • Granted assignment of construction permit (not on air) from Republic Television & Radio Co. to Independent School District No. 89 of Oklahoma County; no monetary consideration involved. Although this is a commercial tv station authorization, the new owners propose to operate it on a non-profit basis for educational purposes. The same group operates educational KOKH-FM Oklahoma City. The Oklahoma Educational Television Authority operates educational ch. 13 KETA (TV) Oklahoma City. KTVO (TV) is on ch. 25.

Midwest Not for Middle East Until WCIA (TV) Airs Editorial

Viewer-response to the WCIA (TV) Champaign, Ill., telecasts on United Nations meetings and Middle East crisis was twelve to one against carrying the CBS-TV-originated coverage—until the station aired an editorial expressing its disappointment at the lack of interest.

WCIA's editorial said in part: ". . . the phone calls we have received have been overwhelmingly opposed to the special news coverage. This reaction has indicated that . . . viewers would rather indulge themselves in the entertainment of their regular afternoon programs than face the somewhat grim realities of the UN's attempt to keep peace. . . . No scenario writer could create higher drama. It is the intention of WCIA to continue to broadcast these special news programs in the belief that no nation can be strong unless it is well informed."

Before the newscast in which the editorial was read had ended, WCIA reports it was necessary to call in extra help to man telephones and tabulate calls coming in from viewers congratulating the station on its policy statement. More than 120 calls were counted in the hour following the editorial. Over 200 telephone calls were in by noon the next day, all supporting WCIA's stand, the station reports. Within 48-hours of the editorial (repeated the following day), WCIA had tabulated more than 900 calls and letters favoring the special news coverage; 20 calls opposed the coverage.

DATELINES

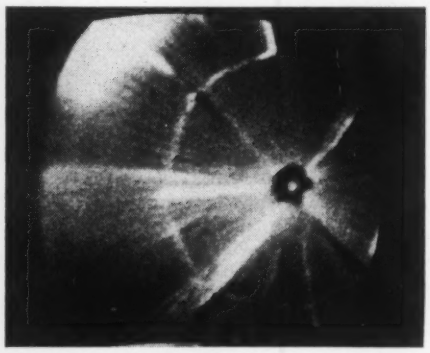
Newsworthy News Coverage by Radio and Tv

TWIN CITIES—KSTP-TV Minneapolis-St. Paul reached outer space and made television history July 26.

The occasion was the launching of the U.S. Navy strato-lab balloon from an iron ore mine at Crosby, Minn., to a height of 82,000-ft. In the process, KSTP-TV received and transmitted live pictures "from the edge of outer space."

The station installed a 2½-pound, transistorized Dage camera (valued at $6,000) inside the seven-ft.-wide gondola. Within 90-minutes after its 6:30 a.m. launching KSTP-TV received the balloon's first tv pictures from 60,000-ft. It followed up at 9 a.m. and 1 p.m. with live telecasts from the balloon from 70,000-ft. and viewers reported they got a clear picture of Navy Comdr. Malcolm Moss and M. L. Lewis of Winzen Research Inc. eating their lunch and of the mass of instruments within the gondola. The station kinescoped the coverage for use on its evening newscasts.

KSTP-TV started preparing 18 days before the ascent (which set a new world's endurance record) by installing special receiving equipment on its rooftop. The crew, headed by Chief Engineer Bill Sadler, set up low frequency vhf and uhf antennas, designed to pick up signals sent 125 miles away. (The uhf signal on ch. 14 would, at ground level with 30 w, carry only about 15 miles.) Receiving equipment was installed with the cooperation of the Navy, Winzen Research, Dage Television Div. and Thompson Products Corp. George H. Fathauer, Thompson research director, designed the tv camera inside the gondola.



60,000 FEET UP *through the eye of KSTP-TV's soaring Dage, this is how the top of the gondola looked to Twin City viewers.*

North Dakota Broadcasting Co. stations KBMB-TV Bismarck, KXJB-TV Fargo and KSJB Jamestown were on hand to cover the landing of the balloon about 35 miles from Jamestown July 27. As well as supplying reports to other stations and wire services, the NDB stations presented special programs featuring the footage and taped interviews compiled during their three-hour stint in Jamestown.

BEIRUT—AP credits KHAT Phoenix, Ariz., with the news-scoop of the first U.S. troop casualty in Lebanon. Program Director-d.j. Neil Leavitt telephoned Ed Shanke, AP newsman in Beirut, to get a taped report of the U. S. trooplanding. While Mr. Shanke was giving his dispatch he received the news that an American jet fighter had crashed 15 miles away. The pilot was reported killed. Presumably because of security censorship, the news of the crash was not released through AP's regular channels for some time after KHAT had given the news service the item.

CLEVELAND—A taped interview with a boy who had been washed through a mile of sewers was aired by WERE Cleveland soon after he came out of a manhole. The station also alerted the Coast Guard that the youngster's three companions, who had fallen into the sewer main at the same time, were being washed toward Lake Erie. News reporter Don Bean, upon hearing that the boys had been sucked into the sewer while playing in a culvert, went with local police to a manhole about a mile from the culvert as one of the children emerged through it. The other three boys managed to get through manholes before they reached the lake.

NEAR CHARLESTON—News of a flood in Roane County, W. Va., was reportedly scooped by WCHS here. A nightwatchman telephoned Hugh McPherson, host of WCHS' *Through the Night,* and told him of the rising water July 25. Verification and news of fatalities came from a state trooper whom Mr. McPherson contacted and put on-air via telephone. WCHS-TV news cameraman Dave Riley went to the scene (some fifty miles from Charleston) to get film footage.

CUBA—Raul Castro, rebel leader and brother of Fidel Castro, was interviewed by WCAU-AM-TV Philadelphia News Director Charles Shaw. Mr. Shaw shot more than 900-ft. of film while in the Cuban mountain stronghold. It will be shown on his two daily tv programs and some will be used in *Prospect for Cuba,* one of WCAU-TV's weekly community interest shows. Mr. Shaw will give accounts of his trip over WCAU nightly.

NEW YORK—A direct telephone line connecting WBAB Babylon, N.Y., with the United Nations building here was used by the station for on-the-spot interviews with delegates during the Middle East crisis. News Editor Douglas Lester conducted approximately 20 interviews with UN, national and international officials within three days.

ELYRIA—Chief Engineer Hugh Coburn of WEOL Elyria, Ohio, became an on-air newsman while out making field tests in the station's mobile unit. He was in the vicinity of Black River when the *Grasse River,* a new $1,600,000 St. Lawrence Seaway barge, shifted its test cargo throwing 11 workers into the river. Mr. Coburn immediately broke into WEOL's program to describe the

HOW HIGH IS YOUR STANDARD OF LIVING?

Can you guess how many ways you put electricity to work?

One good measure of your standard of living is the number of ways electricity is working for you. The more things you let it do, the more likely you are to live well and comfortably and get the most out of life.

Many people don't realize how many different jobs electricity does for them — all over the house. Do you?

Make a guess — how many ways do *you* put electricity to work? You can check your guess against the list below to figure how many appliances you really have. If you guess within 5 of the actual total, you're very observant.

What's more, you have a good idea how outstanding a value your low-price electric service really is.

DINING-KITCHEN JOBS

____ REFRIGERATOR
____ REFRIGERATOR-FREEZER
____ FREEZER
____ RANGE
____ DISHWASHER
____ DISPOSAL UNIT
____ TOASTER
____ COFFEE MAKER
____ FOOD MIXER
____ PORTABLE MIXER
____ BLENDER
____ ROTISSERIE
____ AUTOMATIC SKILLET
____ DEEP FRYER
____ AUTOMATIC SAUCE PAN
____ WAFFLE BAKER
____ GRILL
____ ICE CREAM FREEZER
____ JUICER
____ BOTTLE WARMER
____ KNIFE SHARPENER
____ OTHER

ENTERTAINMENT AND BETTER LIVING

____ TELEVISION
____ RADIO
____ CLOCK-RADIO
____ PHONOGRAPH
____ TAPE RECORDER
____ PROJECTOR
____ ELECTRIC TOYS
____ ELECTRIC HOBBY EQUIPMENT
____ WALL AND CEILING LAMPS
____ FLOOR LAMPS
____ TABLE LAMPS
____ ELECTRIC CLOCKS
____ ELECTRIC BED COVERINGS
____ SHAVER
____ HAIR DRYER
____ HEATING PAD
____ HEAT LAMP
____ VIBRATOR
____ VAPORIZER
____ OZONE LAMP
____ NIGHT LIGHT
____ OTHER

SERVICE JOBS

____ CLOTHES WASHER
____ CLOTHES DRYER
____ SEWING MACHINE
____ IRONER
____ HAND IRON
____ WATER HEATER
____ VACUUM CLEANER
____ WAXER-POLISHER
____ POWER TOOLS
____ GARAGE DOOR OPENER
____ ELECTRIC LAWN MOWER
____ AIR CONDITIONERS
____ FANS
____ SPACE HEATERS
____ FURNACE MOTOR
____ HEAT PUMP
____ OTHER

SCORES: If you checked 45 items or more, your standard of electrical living is EXCELLENT

30 to 44 — VERY GOOD

15 to 29 — GOOD

Less than 15 — YOU'RE MISSING A LOT

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES* *Company names on request through this magazine

disaster in which two men were drowned and five hospitalized. WEOL newsman Tony Thomson and disc jockey Dick Conrad hired a boat and gave further reports from near where the Coast Guard vessels were dragging for bodies.

FLORENCE—The police practice of drawing a likeness of a suspected criminal from eye-witness descriptions was employed by WBTW (TV) Florence, S. C., artist Ed Wade. He contacted victims of a series of service station holdups and made a sketch from their descriptions. Following the drawing being shown on WBTW newscasts a man was apprehended by the police acting on information received from people who had seen the portrait on the station. The man later confessed to being the robber, according to the station.

OMAHA—To complement KFAB's two news wagons here, the station has equipped all its leg men with portable equipment. This allows them to plug into broadcasts from anywhere in the city. The pedestrian reporters now can broadcast from police stations, hospitals, and other beats without waiting for the station's remote units to arrive.

Two-Disaster Axton Rises Again

In getting KTOP Topeka, Kan., back on the air within 23 hours after its tower toppled in a 95 mph wind, owner-manager Bailey Axton beat his effort of 1951 when he suffered a complete loss of equipment and housing in a flood but signed on again in 24-hours.

KYW-FM Programs 'Fine Arts'

KYW-FM Cleveland started separate programming operations Aug. 1, Rolland V. Tooke, vice president in Cleveland for the Westinghouse Broadcasting Co., has announced. Initially, the outlet is programming as a "fine arts station" featuring classical music chiefly (5 p.m. to midnight seven days a week) and later increasing its schedule in other phases. Gordon Davis, general manager, KYW-AM-FM, said the fm "phase two" will begin in the fall with conversation shows, theatre and book reviews and still other types of "intellectual programs": foreign language courses, classes in the classics, stereophonic broadcasts, music appreciation courses, etc.

Station personnel will include David Hawthorne, formerly with WZIP Cincinnati, who is chief announcer; Mylas Martin, KYW-AM announcer-singer, who will handle Sunday programming on the fm station; Lawson Deming, who will be executive producer, and Mark Olds, program manager.

Court Coverage by WTTH, WSTC

Court hearings have been recorded and broadcast by WTTH Port Huron, Mich., and WSTC Stamford, Conn., reportedly for the first time.

WTTH covered the arraignment of five men charged with first degree murder. Justice George Hart permitted news editor Jim Whipkey to record the entire hearing. The proceedings were aired on two subsequent newscasts.

WSTC carried live a public hearing in which four Stamford policemen were being tried for breaking and entering. The attorney for one of the accused objected to the broadcast, but after noting the objection, the Board of Public Safety that was trying the case, allowed the two-hour hearing to go on-air as it was regarded to be "in the public interest."

REPRESENTATIVES APPOINTMENTS

Lobster Network in Maine appoints McGavren-Quinn, Corp., N.Y., as national representative except in New York where station group will continue to be represented by Richard O'Connell Co., N.Y. Network consists of WLOB Portland, WGUY Bangor, WCOU Lewiston, WMMS Bath, WFST Caribou, WGHM Skowhegan, WFAU Augusta, WSME Sanford and WRUM Rumford.

KRUX Phoenix, Ariz., names McGavren-Quinn Corp.

WNTA-TV Newark, N.J., names Katz Agency Inc., N.Y.

WRSA Saratoga Springs, N.Y., names Robert S. Keller Inc., N.Y.

KSON San Diego appoints Headley-Reed Co.

"They can't spend it if they ain't got it!"

You might not agree with the grammar, but the homespun logic of that saying cannot be disputed. You can create a desire for whatever it is you have to sell, but if the means of purchase are lacking . . . then you have no sale.

But . . . Columbus, Georgia *has it!*

This 3-County Metro Area is ranked

8th in the Nation in per Family Income ($7,562.00)

Source: 1958 Survey of Buying Power

Columbus, Ga.

They buy it when it is seen and heard on . . . CHANNEL 4 WRBL-TV

WeeReBeL sits right on top of this rich market. Survey after survey proves that audiences prefer WRBL-TV . . . the station that completely dominates the gold-mine market of Columbus, Georgia.

CALL HOLLINGBERY CO.

CBS ABC COLUMBUS, GEORGIA

NLRB to Hear AFTRA Petition For Vote on VTR Jurisdiction

The National Labor Relations Board last week scheduled a formal hearing in New York Sept. 15 on a petition by the American Federation of Television & Radio Artists to hold an election among performers to select a single union to represent them in videotape commercials.

The decision followed a session before an NLRB trial examiner in New York June 24 [PERSONNEL RELATIONS, June 30]. At that time representatives of the Screen Actors Guild and the Screen Extras Guild asked the petition be dismissed. Representatives of the three television networks and of leading advertising agencies also opposed the petition.

AFTRA's contention is that videotape is a live technique and performers working in it should be represented by the broadcasting performers' union. SAG's position is that it holds contracts with film studios for the production of film commercials and, under its latest agreement, for videotape commercials produced at film studios. SAG acknowledges that AFTRA holds jurisdiction over VTR at networks and stations.

RTDG Submits CBS Firing Of Joseph Papp to Arbitration

The Radio & Television Directors Guild announced last week that it has submitted to arbitration the case of Joseph Papp, who was dismissed from his position of stage manager at CBS last month after declining to tell a subcommittee of the House Committee on Un-American Activities whether he formerly had been a member of the Communist Party.

In its notice of arbitration, RTDG stated that it did not regard Mr. Papp's discharge as being "for good and sufficient cause" within the meaning of its collective agreement with the network. It requested that the arbitrator direct Mr. Papp's reinstatement with back pay and with the restoration of seniority and all other rights and benefits. The guild added that under the arbitration rotation system obtaining between RTDG and the networks, the guild has designated Prof. Paul R. Rays of Columbia U. as the arbitrator of the controversy.

A network spokesman said the contract provides that either the network or the guild may file for arbitration in case of a dispute. He said an arbitrator's decision is considered binding.

An RTDG official revealed that the case of Charles S. Dubin had not been submitted to arbitration. Mr. Dubin, who was director of *Twenty-One* and *The Investigator* tv programs, carried on NBC-TV, was declared by the network last month as "unacceptable" for further use on the programs. Mr. Dubin also refused to tell the subcommittee whether he had been a member of the Communist Party.

The guild official said the case of Mr. Dubin was "slightly different" from that of Mr. Papp's, pointing out that Mr. Dubin was not an employe of NBC but of several packagers, whose programs were carried on that network. He added that the issue, nevertheless, is being discussed with NBC.

EDUCATION

Educational Tv Management Meet Expected to Draw 38 to Madison

An educational tv management seminar sponsored by the National Assn. of Educational Broadcasters is expected to draw 38 station managers from 24 states and Puerto Rico next month.

Various areas will be covered during the seminar to be held at Madison, Wis., Aug. 24-27.

Among subjects to be explored: financial matters, implications of national legislation, relations with educators, relationship between televised instruction and general educational programming, and the role and plans of such groups as the joint council on educational television, educational television and radio center and the NAEB. Cost of the seminar is being defrayed by a Ford Foundation grant.

Consultants at the second annual management meeting include Leonard Marks, of the Washington, D. C., law firm of Cohn & Marks, NAEB legal consultant; Ralph Steetle, executive director of JCET; Dr. Harry J. Skornia, NAEB executive director, and James W. Armsey, assistant to the president, Ford Foundation.

Memphis to Have Literacy Meet

A Conference on World Literacy by Television is being sponsored by the Memphis (Tenn.) Chamber of Commerce in conjunction with Dr. Frank Laubach, literacy expert, Aug. 8-9 at the Hotel Peabody there.

Dr. Laubach for the past two years has been conducting *Streamlined Reading* over WKNO-TV Memphis, non-commercial educational station, using picture-word-syllable charts. During this time 2,000 viewers have learned to read by this method, he estimates.

Information regarding the conference may be obtained from: Memphis Chamber of Commerce, P. O. Box 224, Memphis 1, Tenn.

WEDK (FM) Joins With WGBH-FM

Educational-noncommercial WEDK (FM) Springfield today (Aug. 4) begins regular broadcasting linked with WGBH-FM Cambridge, both Massachusetts. The two stations comprise the new Educational Radio Network formed to join educational institutions at both ends of Massachusetts in cultural programming. WEDK is licensed to the Springfield School Committee, WGBH-FM to WGBH-FM Educational Foundation. WAMC (FM) Albany, N. Y. (Medical College of Union U.), is expected to join ERN this year.

U. of Fla. Gets Fund Grant

The U. of Florida, Gainesville, has received $40,000 from the Fund for Adult Education for its WUFT (TV) there, J. Wayne Reitz, the university's president has announced. The state's Educational Television Commission plans to install a microwave link between WUFT and educational WJCT (TV) Jacksonville.

AWARDS

RTNDA Sets Sept. 1 Deadline For Award Competition Entries

Stations must submit entries for the annual Radio Television News Directors Assn. awards competition by Sept. 1, they have been notified by Prof. Baskett Mosse of Northwestern U.'s Medill School of Journalism, RTNDA awards committee chairman.

He reminded that all material, including film, brochures and tapes, must be postmarked by midnight of that date to assure consideration. The honors will be presented at the association's annual convention in Chicago Oct. 15-18.

Four categories have been set aside: outstanding news operations in radio and television and outstanding news story or informational series on radio and tv, all during 1958.

AWARD SHORTS

CKLW-AM-TV Detroit cited for "outstanding efforts to reduce traffic fatalities" in Michigan by Sponsors of Highway Safety. CKLW was only tv-radio station to be so honored in Michigan.

WOOD-TV Grand Rapids, Mich., received public service award for cooperation in televising Catholic programs from Catholic Broadcasters Assn. Award was based on amount of time, suitability of hours, sta-

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No amount of words can fill this white space and adequately express our grief at the demise of the CINCINNATI TIMES-STAR. The passing of one of America's great newspapers has made available for employment some of America's best newspaper talent. We have personnel available in all departments including:

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tion initiative and cooperation in religious and public service broadcasting.

Warren & Litzenberber, Davenport, Iowa, was awarded first prize in the overall marketing category of Mutual Advertising Agency's Network's annual awards competition, winners of which were announced at its quarterly meeting in Chicago in June. The agency won out for its Iowana Farms campaign. Total of 86 entries were received from 13 agencies in the sub $3 million billings classification.

Bob Hope will receive 1958 Murray-Green Award of AFL-CIO at special banquet Nov. 16 at Beverly Hilton Hotel, Beverly Hills, Calif. Award is being given Mr. Hope—according to AFL-CIO President George Meany—for "his readiness to perform wherever our men and women are stationed . . ."

Tucson Realty & Trust Co., Tucson, Ariz., received top radio award for largest premium income division at annual Insurance Advertisers Conference. Tucson Realty commercials were written and given by **Fred Finney,** KTUC Tucson, Ariz., news director, in course of noon 15-minute news report.

H. P. Hood & Sons, Charleston, Mass., presented with award for excellence in marketing by Boston chapter of American Marketing Assn. for "greatest competence in planning, promoting and advertising product during previous year."

WSLS · TV
the highest rated
ROANOKE, VA.
station in
WSLS · TV
VIRGINIA'S
ROANOKE, VA.
biggest television
WSLS · TV
market . . .
ROANOKE, VA.
MORE TV HOMES!
WSLS · TV
MORE PEOPLE!
ROANOKE, VA.

WGN-TV Into VTR Syndication With First Sale of 'Ding Dong'

KLOR-TV Provo, Utah, is the first station to sign up for the *Ding Dong School* children's series now being syndicated by WGN-TV Chicago.

Ward L. Quaal, vice president and general manager of WGN-AM-TV, announced 52-week sale of the Monday-Friday series to KLOR-TV, independent outlet scheduled to start operation by Oct. 1. Negotiations are underway for syndication to other stations beginning Aug. 25, he reported.

WGN-TV described this as "the first sale to be made in the United States of a program syndicated by an independent station through the use of the Ampex Corp.'s videotape recorder."

Dr. Frances Horwich's *Ding Dong School* series is the first in a planned stable of children's shows to be syndicated by the *Chicago Tribune* station to other independent stations.

Two More Regional 'Tv Guides'

Tv Guide is inaugurating Utah-Idaho and San Antonio-Corpus Christi, Tex., editions Sept. 13, the national tv weekly announced last week. At the same time the magazine is consolidating its Minneapolis-St. Paul and Minnesota editions.

The new editions, both 72-page books, raise the number of regional editions of *Tv Guide* to 51. The Utah-Idaho edition will cover the Salt Lake City, Ogden and Provo (Utah) areas; Boise, Idaho and Twin Falls (Idaho). The new Texas edition will make the third regional edition *(Tv Guide* presently publishes in Dallas-Fort Worth and Houston-Galveston) presented in that state.

WABD (TV) Plans Syndication

WABD (TV) New York has announced it would enter tv program syndication of a special events series—two weeks after purchasing two videotape recording machines from the Ampex Corp., Redwood City, Calif. While it is the second New York independent station to enter syndication (WPIX [TV] New York earlier this year having announced plans to syndicate historical film documentaries), WABD is the first to use VTR for such a purpose. Station's initial offering is *Portrait of the USSR,* a live-and-film seven-part series on Soviet Russia today. The programs will be seen in a new time slot starting tonight (July 28) in New York. Its sister-station, WTTG (TV) Washington, will commence showing *Portrait* within the next fortnight.

'World of the Mind' Offered

Broadcast Music Inc. last week made available without charge a new radio series, *The World of the Mind,* written by more than 50 outstanding American scientists and teachers, and prepared by BMI in cooperation with the American Assn. for the Advancement of Science and the American Council of Learned Societies. Each of the papers, intended to be presented by local broadcasters, has been written by an American scholar or scientist and concerns either the work of a learned organization of which he is a member or the particular scientific field in which he is an expert, Carl Haverlin, BMI president said.

FAVORITE STORY

If RCA has anything to say about it, the number of people who don't know the history of tv is diminishing daily. According to the Institute for Visual Training Inc., New York, which produced and now is distributing for the third upcoming year RCA's award-winning public service film, "The Story of Television." Some 52.8 million Americans have seen the 27-minute tv program. Broken down, the film has been shown in 406 telecasts over the past two years, 23% of these in Class A time, 29% in B and 48% in C time. (Figures are based on individual station reports.)

Additionally, 1.4 million have seen the film in 7,699 showings before civic and community groups, PTA meetings and college audiences.

Traubee Production Firm Set Up

Formation of a new tv packaging company, Jacques Traubee Productions, New York, has been announced by the principals. Mr. Traubee will be executive producer and board chairman and Joseph H. Neebee, formerly an executive vice president at Campbell-Ewald, will be president. Traubee Productions indicated that ABC-TV had under option its first entry, an audience participation quiz game titled *Zig Zag.* Address: 80 Central Park West. Phone: Trafalgar 7-3636.

PROGRAM SERVICES SHORTS

Roncom Productions Inc., tv production firm owned and operated by singer **Perry Como,** will move to new quarters at 405 Park Ave., N. Y. 22, on Aug. 15. Move won't affect Roncom Music Co., Mr. Como's music publishing enterprise, which remains in RKO Bldg. at 1270 Sixth Ave.

Saxon Productions, N. Y., has prepared live tv quiz program, *Let Yourself Go,* which stresses keen observation by contestants rather than knowledge. Winners select place they want to visit and means of transportation. Program is being offered to networks and agencies.

Rush-Edwin Productions, tv packaging company, has been formed by Hollywood actor **Johnny Edwin** and KHJ-TV Los Angeles engineer **Al Rush** with headquarters in L.A.

United Press International has recently added to its feature news reports "Tonight's Tv Highlights," guide to choice network shows for afternoon papers; and "Weekend Tv Highlights," transmitted on Friday.

RCA Offers New V Transmitter

RCA last week announced a new "space-saving and economical" transmitter designed primarily for vhf stations with effective radiated power requirements ranging from 2 to 20 kw. According to E. C. Tracy, manager, broadcast and television equipment department, the transmitter, which is seven feet high and six feet long, may also be used as a standby unit for high power systems.

MANUFACTURING SHORTS

Packard-Bell Electronics Corp., L.A., reports sales increase of 12% to $26,401,343 for period ended June 30, 1958, as compared with $23,403,944 for last year. Net profits rose 37% to $633,948 as contrasted with $463,120 for like period last year. Net income per share increased from 67 cents to 92 cents.

RCA reported shipments of superturnstile antenna to KCIX-TV Nampa, Idaho, and KNOP (TV) North Platte, Neb., and 6-kw transmitter to WFBC-TV Greenville, S.C.

Tech Labs, Palisades Park, N.J., introduces new clear plastic package for Model S-3 EdiTall Magnetic Tape Editing Kit. Kit includes, besides EdiTall editing block, 66-foot roll of editing tape, marker pencil, non-magnetic razor blades and instruction booklet on how to edit tape.

Argos Products Co., Genoa, Ill., announces small-size speaker enclosure suitable for stereo use. Unit accommodates eight-inch woofer and tweeter and utilizes two ducted ports, one on each end, for improved bass response, according to agency, Klau-Van Pietersom-Dunlap Inc., Chicago. Model (TSE-1) is designed for either table or floor use.

Sylvania Electric Products Inc., N.Y., announces RF amplifier especially designed for operations at frequencies up to 1.5 megacycles. Drift transistor is designated type 2N544.

Pacific Semiconductors Inc., L.A., announces building of composite engineering, production and administrative center for development and production of semiconductor devices. Ultimate investment in land and equipment is estimated at $10 million with eventual employment of 3,000. Pacific Semiconductors is subsidiary of Ramo Woolridge Corp. and affiliate of Thompson Products Inc. Company has been pioneer in semiconductor industry which came into prominence 10 years ago with invention of transistor and is experiencing a growth so rapid its leaders predict total industry production may reach $1 billion by 1965. PSI will begin immediate construction of first increment of 48,000 sq. ft. at Aviation and Rosecrans Blvds. on 18 acre site in L.A. county business and industrial area. When fully developed, center will comprise 300,000 sq. ft., and will augment present 43,000 sq. ft. facility of Jefferson Blvd. in Culver City, which firm will continue to operate. First unit, representing investment of $1 million with equipment, will be built at once and will be occupied in early 1959. It will employ an additional 500 people.

RCA has acquired plant of Applied Science Corp. of Princeton, N. J., located between Princeton and Hightstown, N. J., for use as long-term engineering and production facilities for RCA's astro-electronics products division, it was announced jointly by the two companies Friday (Aug. 1). The property, covering 77,000 square feet, was obtained by RCA under a lease from an industrial pension fund after its sale to the fund by ASCOP at a reported price of about $1.4 million. The acquisition was termed by RCA as "a major step in RCA's program of space electronics."

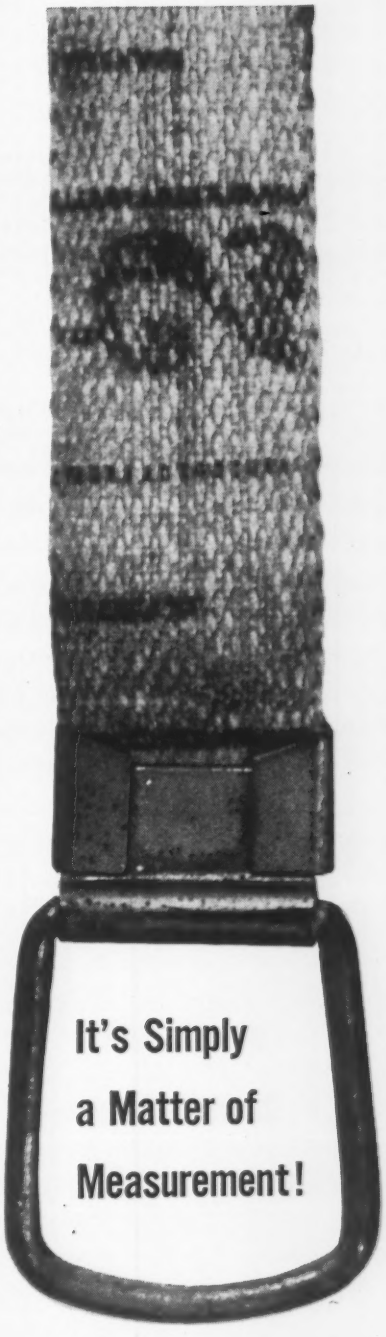
Young Spring & Wire Corp., Gonset Div., Burbank. Calif., announces new model 3239 fm converter for full-fidelity reception of fm radio broadcasts in automobiles. Converter operates in conjunction with existing standard am car radio, eliminating need for separate am and fm sets. It covers standard 88-108 mc fm band, and is operable only on cars having 12 volt battery systems. Retail price is $84.50.

Dresser Ideco Co., Columbus, Ohio, has published brief bulletin to aid buyers considering advantages of tower elevators. Bulletin discusses value of elevator in terms of insurance against long periods of interrupted service, ease of giving on-the-spot supervision to work being done and simplification of routine maintenance. Then goes into some detail on Dresser-Ideco Tower Elevator's design, operation and safety features.

RCA Electron Tube Div., Harrison, N.J., has introduced a new tube (RCA-7199), which allegedly makes possible low-hum, high-fidelity audio amplifiers at lower cost. Division also reports introduction of new twin-doide power tetrode radio tube (RCA-12DS7), designed for use in "hybrid" automobile receivers in which tube and transistor electrode voltages are obtained directly from 12-voltage storage battery.

Television Zoomar Corp., N.Y., announces availability of two new lenses—Super Universal Zoomar, designed particularly for tv remotes, which has overall zoom range of from 2½ to 40 inches, and Super Studio Zoomar, which has range from 2¼ to 7¼ inches. Both Zoomar lenses are color corrected.

Ceramics for Industry Corp., Mineola, N.Y., has been organized to manufacture variety of precision ceramic parts and composites for use in electronics, component, aviation, atomic energy and related industries. Headquarters and manufacturing facilities have been established on Cottage Place in Mineola. Telephone: Pioneer 6-0571.



If you're measuring size of metropolitan markets, Fort Wayne ranks 108th. If you're measuring spot radio, WOWO, located in Fort Wayne, covers the 37th Radio Market . WOWO is the only medium that covers the 2,285,720 people in this rich 56-county market.

If you're buying top radio markets, you must include . . .

WOWO 50,000 WATTS 37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW
WBC WESTINGHOUSE BROADCASTING COMPANY, INC.
*Broadcasting, December 16, 1957

Peru to Get Commercial Tv In September With OAX4U-TV

OAX4U-TV Lima—Peru's first commercial tv outlet—is slated to begin operations in mid-September (the exact date contingent on completion of its Radio America building), Antonio Umbert, the station's owner-general manager reports.

An estimated 345 tv sets already are in use receiving the United Nations Educational, Scientific & Cultural Organization's experimental-educational OAD-TV Lima, on the air since January. The city's dealers have 2,500 tv sets on hand awaiting OAX4U-TV's inauguration.

Mr. Umbert has contracted, he said, with Ziv Tv's international division for a Spanish-dubbed *Highway Patrol,* with CBS-TV for newsfilm and with Fremantle Overseas Radio for "Hopalong Cassidy."

OAX4U-TV is one of a total of six tv licensees so far in Peru.

Appointment of CBC Chairman Awaits New Regulatory Agency

The Canadian government does not plan to replace A. D. Dunton, recently resigned chairman of the board of governors of the Canadian Broadcasting Corp., until new legislation has been enacted to set up a new regulatory body for the broadcasting field. There are two other vacancies on the CBC board of governors which are not being filled at present.

Replacement of Mr. Dunton, who resigned to become president of Carleton U., Ottawa, was discussed on the floor of Canadian House of Commons. Revenue Minister George Nowlan, under whose department the CBC reports, intimated the government's plans to bring down legislation for a new regulatory body before filling vacancies on the CBC board of governors, including that of chairman.

At the same time it was announced that there would be a delay in assigning a second television station to cities where the CBC now operates the only station. These are the six major markets in Canada. The government will delay a change in its policy to allow second tv stations, private or government-owned, until the new regulatory body is set up.

CHILDREN
OF ALL AGES
WILL LOVE . . .

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Censors Can Say No With Smile, KRCA (TV) Moscow Traveler Says

Russian censors were polite and even friendly, but they could be effectively frustrating without ever giving a direct denial, Jack Latham, newscaster of KRCA (TV) Los Angeles, said on his return from a 10,000-mile trip through Russia and other Iron Curtain countries.

Mr. Latham told a news luncheon that he was able to film freely practically everything within sight during his travels, but that a suggested visit to a collective farm produced nothing but a series of delays and apologies for them until he got the idea he was not going to make that visit, although he never received a direct refusal. The one prohibition on picture-taking, he reported, was of planes or airfields. And there was no trouble at all when he left the country with some 2,000 feet of undeveloped film in his luggage.

The little tv he saw in Russia was of good technical quality, he said. Not understanding the language, he did not know whether a dramatic show was good or not, but a ballet telecast was well produced. Receivers are few; their price in actual money is about 30% above that in America and that means they are beyond the means of most Russian workers, but the tv departments in stores are crowded, Mr. Latham reported. The Moscow tv station broadcasts daily at 7-10 a.m. and 4-10 p.m.

His hotel room was equipped with a four-band radio made in Czechoslovakia that brought in stations from India to Belgrade, Mr. Latham reported. One broadcast in English (the only one in two hours of listening) was reporting on the Nasser visit to Tito and lambasting Nasser unmercifully, he said. American records are broadcast frequently and the Russians know and like the music of Benny Goodman and Glenn Miller and know and dislike Elvis Presley, he said.

Asked about Daniel Schorr, former CBS correspondent to Moscow who has been denied re-entry to Russia from a visit home, Mr. Latham said that the official explanation is that on his return to America Mr. Schorr reported things about Russia which the Russians consider untrue and unfair.

Mr. Latham said that although he asked many people about Voice of America and Radio Free Europe, he found no evidence that either of these services was making any impression on the Russian public.

U. S. Grants Help Venezuela In ETV Project Now Underway

Venezuela, with the help of private U. S. grants, is adopting educational tv. This was reported last week at a New York news conference by John R. Winnie, professor of educational tv at the U. of Iowa, who spent five months in Venezuela under Broadcasting Foundation of America auspices making a study in conjunction with the Venezuelan National Commission for Educational Television.

Public reaction to a two-week demonstration of daily high school telecasts "was so overwhelmingly enthusiastic" that the Ministry of Education has appropriated funds for continuance of the program during the coming school year, Prof. Winnie said.

The Broadcasting Foundation of America made a $30,000 grant from the Creole Foundation available to the commission for technical assistance on the project. BFA recently announced an additional $41,000 grant has been received from the Creole Foundation to establish training programs in the U. S. for members of the Venezuelan Commission for Educational Television and to continue the technical advisory services initiated by BFA last February.

BFA is a group formed to facilitate an exchange of cultural broadcasting programs. The Creole Foundation is a non-profit organization set up by the Creole Petroleum Corp., which is active in Venezuela.

Spending Million to Raise Six

The Canadian government is expected to spend about $1 million in all media to advertise its new $6.4 billion refunding loan, which was announced on the English and French radio and television networks last month. Heavy use of radio and television is anticipated during August, with spots on all stations being placed by Spitzer & Mills Ltd., Toronto, advertising agency, appointed recently to handle radio and tv advertising for the government's financial campaigns.

The largest closed-circuit tv sales conference in Canada to date was held July 16 via the recently completed microwave network. Finance Minister Donald Fleming and Bank of Canada officials addressed 10,000 bankers and investment dealers on handling the conversion loan.

Canadians to Get Local Ratings

The Bureau of Broadcast Measurement, Toronto, co-operative radio and television audience measurement service operated by stations, advertisers and agencies, has offered a new local survey service to individual stations. BBM's twice yearly surveys are made by counties, census divisions and metropolitan areas. Because some stations have asked for local surveys of a radius between 30 and 60 miles, BBM has announced that it is ready to discuss such surveys with individual stations, the surveys to be made by regular BBM methods.

Easy Tv Payments for Italians

The number of tv households in Italy is expected to increase sharply with the introduction of an invention called "taxi-vision." Per capita ownership of tv sets

RADIO TAKES ROOT IN NIGERIA

Rapid growth has been the keynote of the Nigerian Broadcasting Co. since its beginning in 1951, according to radio engineer Roger Penn, who has returned from a U.S. State Dept.-sponsored position as a professional instructor to Nigerian broadcasters. Mr. Penn was sent to the British West African colony at the request of Nigerian broadcasting authorities and spent the 1957-58 school year there.

"Today there are over 800 people employed by Nigerian Broadcasting" Mr. Penn said, "but growth has not stopped with the size of the staff. Broadcast facilities have spread to almost every section of the country, which is 373,250 square miles in all and has a population of more than 32 million."

Mr. Penn reported that there are four major stations and fifteen smaller studio centers which relay network shows and originate some local shows each day. The smaller stations are called Provincial Studio Centers and they feed about 60,000 wired radio boxes in most of the main cities and towns, according to Mr. Penn, who adds that these stations are in the process of being converted to medium wave transmitting stations using 250 w Gates transmitters. At present the system covers the country by short wave, using Gates and Marconi gear with transmitters in each of the four regions of the country including Lagos, the federal capital. "There is a large amount of American equipment used in Nigerian broadcasting," Mr. Penn declares, "including RCA, Presto and Gates." One of the major production problems of this government-run service, feels the American engineer, is the fact that it is necessary to transmit four major languages each day, and about 20 different languages are used in a typical week.

"The operation is similar to the British Broadcasting Corp. in organization, show titles, style," reports Mr. Penn. "J. A. C. Knott, director general of the Nigerian system, is a former light tv program director of the BBC. Programs are somewhat serious and slow, but there is a considerable variety and a good balance between educational and other types of shows. D.j. shows are common but quite subdued by U. S. standards, although they have rock and roll in Nigeria. West African 'Highlife' is the most popular kind of music here; it is very much like calypso music with African variations and inventions."

Nigerian staffers had to be trained from scratch, states Mr. Penn, and in this regard the BBC has been of immense aid in lending experienced broadcasters and in training Nigerians in England. The BBC also furnishes international news relays and other relay programs which are of interest to the Nigerian audience.

At present, says Mr. Penn, there are about 40 Britishers working in the Nigerian system, most of them in the engineering section. "Nigerians are taking over quickly, however, and a comprehensive training program has been set up to speed the process. This includes courses in engineering, production, administration and news." Most of these are taught by BBC lecturers on a short tour of duty in Nigeria, Mr. Penn explains, adding that the U. S. has provided textbooks and some equipment.

in Italy currently is 16 to 1,000. The invention is a coin box attachment that gives the viewer 45 minutes of viewing time after depositing a 100 lire coin (about 16 cents). By this means the user, after paying 5,000 lire ($8) for installation, buys the receiver. (This compares with the 20,000 lire [$32] down and 5,000 a month required by loan companies for tv sets.) If only one coin were put in the taxivision meter a day the buyer would own the set in approximately four years, it is estimated.

CBC Pioneers Organize Club

Canadian Broadcasting Corp. staff members at Toronto have formed the CBC Pioneers Club, for those with 25 years or more service in broadcasting activities of the government-owned corporation. The Toronto chapter has 30 members, and it is planned to expand the CBC Pioneers Club across Canada, wherever there are CBC stations and production centers.

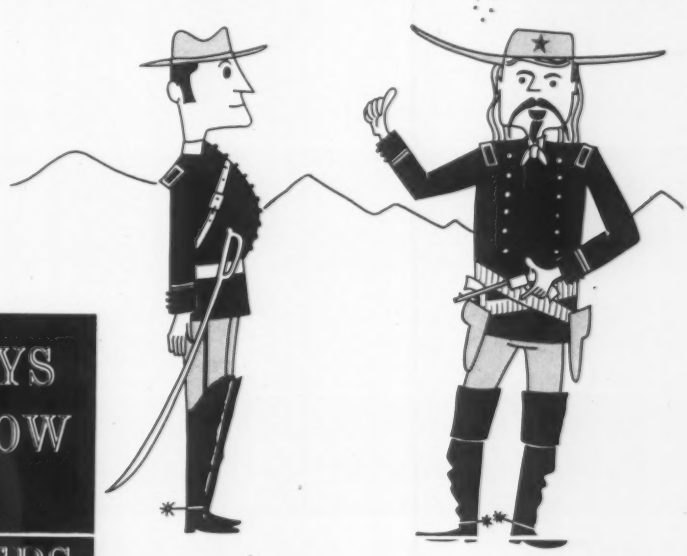
INTERNATIONAL SHORTS

Radio-Television-Electronics Assn. of Canada has changed name to Electronic Industries Assn. of Canada and elected as president **R. M. Robinson,** v.p. and general manager of electronic and tube department of Canadian General Electric Co., Toronto, Ont.

Canadian Broadcasting Corp., has sold series of 13 documentary films, *The Living Sea,* made last year at its Vancouver, B.C., production center, to Grenada television network of London, England, with an option for another 13 films in series. Sales were made through CBC export sales division, Toronto, Ont.

Producos Electricos De Mica Ltda., Rio de Janeiro, Brazilian affiliate of Sylvania Electric Products, is establishing tv picture tube plant in Sao Paulo to supply "the rapidly expanding Brazilian television set industry." PE has purchased 40,000 sq. ft. manufacturing plant in Sao Paulo suburb, Santo Amaro, with construction of 20,000 sq. ft. addition, as well as conversion of existing plant, to begin immediately, according to **Frank J. Prime,** managing partner of Sylvania affiliate.

"Think this is a good place to make a stand, son?"



IT PAYS TO KNOW THE ANSWERS

General Custer didn't, and look what happened to him! Today, people whose success in the broadcast advertising business depends on being well-informed find BROADCASTING the most complete, authentic source of TV-radio news. More of them *PAY* to get BROADCASTING than for the next three publications combined. When *you* take a stand, be sure BROADCASTING is your G-2 source for the right answers.

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. MAYER

DAVID MAYER, formerly account executive, Gray Adv. Agency, Colorado Springs, Colo., appointed advertising director of Coty Inc., N.Y. Mr. Mayer was also national merchandising manager for Calvert Distillers Corp., N.Y.

THOMAS F. McANDREWS JR., assistant v.p. in charge of tv operations for Ted Bates & Co., New York. elected v.p. in charge of agency's Hollywood office effective Sept. 1, succeeding **H. AUSTIN PETERSON,** resigning to devote more time to free lance writing and production [AT DEADLINE, July 28].

ALIN BLATCHLEY, creative supervisor, elected v.p. of Kenyon & Eckhardt Inc., Chicago. Joining agency are **JOHN DILLINGHAM,** formerly member of Pepsi Cola field organization, as account executive on that account; **WILLIAM GRAFFIS,** from Leo Burnett Co. as tv copy supervisor, to copy staff, and **KERMIT LINDBERG,** from J. Walter Thompson Co., as tv art director. **WALTER LECAT** named senior art director.

DONALD ANDERSON, v.p. and account supervisor, Sullivan, Stauffer, Colwell & Bayles, to Fletcher D. Richards Inc., both N.Y., as v.p. in charge of marketing. Other F. D. Richards changes: **SAM GILL,** media v.p. to media & research v.p.; **JOHN SHEPHERD,** research v.p., to administrative v.p.

ALFRED EICHLER, supervisor of creative advertising, Pharmaceuticals Inc. and J. B. Williams Co., N.Y., elected v.p. and director of creative copy, Parkson Adv., N.Y., agency for Pharmaceuticals-J. B. Williams.

WILLIAM KING JR., v.p. of Kenyon & Eckhardt, N.Y., transfers to Los Angeles as v.p. in charge of west coast operations for agency, supervising both L.A. and San Francisco offices. Mr. King succeeds **JOHN BRICKER,** resigned, to become executive v.p. of Outdoor Adv. Inc., N.Y.

JOHN HANDLY WRIGHT, formerly midwest partner of Selvage & Lee in Chicago, elected v.p. in charge of public relations department of Assn. of American Railroads. Mr. Wright succeeds **ROBERT S. HENRY,** retired after 37 years with railroad industry.

W. R. FOWLER, formerly senior v. p., plans board chairman and director of Needham, Louis & Brorby Inc., Chicago, appointed v. p.-marketing at Leo Burnett Co., Chicago.

DONALD T. MARTIN appointed director of public relations and advertising for Atlantic Coast Line Railroad Co., with headquarters in Wilmington, N.C.

WILLIS PLAYER, American Airlines v.p., has been appointed head of AA public relations department succeeding **REX W. D. SMITH,** retired.

JOHN F. ACKERMAN, formerly president and general manager of Hatco Enterprises, Verona, N.J., to Community Club Services Inc., Norfolk, Va., as director of Community Club Surveys.

WALTER W. STUMPE promoted to director of marketing department of Needham, Louis & Brorby Inc., Chicago, succeeding **RAYMOND E. MILLER,** v.p., resigned.

R. W. (DICK) GEARY appointed head of media-merchandising department for Honig-Cooper, Harrington & Miner, S.F. Mr. Geary will also handle service and brand publicity.

BAKER OSTRIN, formerly with Compton Adv. and Mottl & Siteman Adv., both of L.A., to MacManus, John & Adams Inc., L.A., as creative director.

ARTHUR D. PHILLIPS, president of A. D. Phillips Adv. Inc., Chicago, disbands firm to join M. M. Fisher Assoc., Chicago, in executive capacity.

WILLIAM M. SCHMICK, manager of automotive products, S. C. Johnson & Son, Racine, Wis., to new products manager, household products div., Colgate-Palmolive Co., N.Y.

EDWARD GROETZINGER, merchandising manager for Carling Brewing Co. in Cleveland, promoted to southeast regional advertising manager.

TED ROYCE, formerly announcer at various radio stations throughout country, appointed radio advertising manager of John's Bargain Stores, chain in New York, New Jersey, Pennsylvania and Connecticut.

C. FREDERICK CHARLTON, formerly with Cunningham & Walsh and earlier with N. W. Ayer & Son, Chicago, has rejoined Ayer in that city as member of service department. **EDWARD LARSON JR.,** graduate of art center school, L.A., appointed layout man in Ayer's art department, Philadelphia.

CHARLES J. NEUGEBAUER, former account executive and copywriter with Los Angeles branch of Honig-Cooper, Harrington & Miner, joins J. M. Straus & Co., L.A., as copy chief.

GREGORY T. LINCOLN, account executive, Crosley Broadcasting Corp., in New York office, to Colgate-Palmolive Co., N.Y., as assistant radio-tv director.

JOHN ALVAREZ, sales and merchandising representative, General Foods Corp., N.Y., to merchandising department, Sullivan, Stauffer, Colwell & Bayles, N.Y., as store panel coordinator.

NORMAN J. TRAYNOR, formerly with Brooke, Smith, French & Dorrance Inc., Detroit, joins Ross Roy Inc., Detroit, in creative department.

JOHN GALLOWAY, formerly associate of Jock Laurence's Washington news service, joins Alvin Epstein Adv., Washington, D.C., as time buyer, replacing **TONI PEARSON.**

GEORGE H. HARTMAN, president of Chicago advertising agency bearing his name, elected president of city's Off-the-Street Club. **WARD L. QUAAL,** vice president and general manager of WGN-AM-TV Chicago, elected secretary.

on CBS for

3rd year . . .
The Weather and You,
Columbia Pacific Radio
Network

2nd year . . .
Weathervane, KNXT
Los Angeles

Starting 2nd year . . .
Weather on 10 o'clock
Report, KNXT
Los Angeles

and thanks to . . .
Bob Sutton Clark George
Maurie Webster Don Cook
Fred Ruegg Sam Zelman
Don Hine Bob Wood

Harry Geise
Media Director

IRVING P. KRICK ASSOCIATES, INC.

FILM

STAN SMITH, sales manager of Official Films Inc., N.Y., elected v.p. Mr. Smith joined Official in 1955 coming from ABC-TV where he was eastern sales manager.

LEO JAFFE, first v.p. and treasurer of Columbia Pictures, elected to board of directors.

WILLIAM B. WHITE, former tv and motion picture packager and agent, joins Guild Films, L.A., as head of production [AT DEADLINE, July 28].

FAY McMULLEN, United Artists publicity department, L.A., to assistant west coast publicity coordinator.

MAVIS TODD, radio-tv traffic group supervisor for J. Walter Thompson Co., N.Y., named to newly-created post of booking manager for ABC Film Syndication.

NETWORKS

FRANK W. ERWIN, director of cooperative programming at MBS, appointed director of sports Mr. Erwin, who retains duties as director of programming, succeeds **CY MANN,** resigned two months ago. Named account executives in MBS sales department were **MacDONALD DUNBAR** and **PHILIP D'ANTONI.** Mr. Dunbar formerly headed media departments of Reach, McClinton & Co. and Ted Bates & Co., both N.Y. Mr. D'Antoni was formerly with sales staff of Weed & Co., N.Y., station representative.

FRED HAMILTON, manager, film program operations for NBC's Pacific Div., appointed director, film programs for NBC-TV's Pacific Div. Mr. Hamilton earlier was reported slated for post as successor to **FRANK CLEAVER,** tapped as production chief of California National Productions, NBC wholly-owned tv film subsidiary [FILM, June 16].

DR. FRANK STANTON, president of CBS Inc., joins special committee on World Economic Practices, established by Business Advisory Council for Department of Commerce. New study group will examine and make recommendations in general field of international trade and finance.

ROBERT ALAN AURTHUR, tv writer, has signed one-year contract with CBS-TV, entitling it to first purchase rights of all Mr. Aurthur's new tv plays for 12-month period. His first assignment is original teleplay for *Playhouse 90.*

STATIONS

MR. SULLIVAN

MR. WALKER

DONALD D. SULLIVAN, general manager, KVTV (TV) Sioux City, Iowa, and WNAX Yankton, S.D., and **FRED E. WALKER,** general manager, WTTM Trenton, N.J., elected resident v.p.s. Both men will continue to serve as general managers of respective stations, which are part of Peoples Broadcasting Corp. Mr. Sullivan is v.p. of South Dakota Broadcasters Assn., and director of Iowa Broadcasters Assn. Mr. Walker joined WTTM in 1952 after having been associated with WBUD Trenton, and former WPTZ Philadelphia.

JAY BARRINGTON, formerly WDAF-TV Kansas City program director, elevated to assistant to general manager of WDAF-AM-TV, **WILLIAM A. BATES.** Other promotions are **E. MANNE RUSSO,** sales manager for WDAF-AM-TV, to national sales manager; **JUD WOODS,** program director WLW Cincinnati, to director of promotion and research; **LYNDELL MAYBERRY,** former chief accountant for Fox-Midwest Theatres, to controller; **BOB WORMINGTON** to WDAF-TV program director; **GEORGE MOORE,** formerly program manager of KTHS Little Rock, Ark., to radio program manager; **WALT BODINE,** assistant news director at WDAF to director of news; **JIM NECESSARY,** formerly Kansas City office manager of MCA-TV, to local tv sales manager; **CLIFF ATKINSON,** WDAF sales staff, to local radio sales

manager, and **BILL WORMINGTON**, WDAF-TV director, to tv production manager.

MR. PALTRIDGE

J. G. PALTRIDGE resigns as general manager of KGO San Francisco. Formerly general manager and v.p. of KROW Oakland, Calif., Mr. Paltridge will announce future plans at later date. **ALLAN W. GILMAN**, assistant sales manager of KGO-TV, promoted to assistant general manager and director of sales for KGO.

DICK JOLLIFFE, formerly with CBS Radio, N.Y., as account executive and administrative manager of network sales service department, appointed general sales manager in charge of national and local sales for KTLA (TV) Los Angeles.

NORMAN KAY, formerly general manager for KSDO San Diego, appointed general sales manager of KCBQ San Diego, Bartell radio station.

MR. SHOEMAKER

JAMES H. SHOEMAKER, formerly eastern sales manager of *Sponsor* magazine and previously membership director of Radio Advertising Bureau, appointed national sales manager of WLS Chicago.

JOE WINDSOR, formerly national and local sales manager for WTVM (TV) Columbus, Ga., to WTVC (TV) Chattanooga, Tenn., as national sales manager.

CHARLES MARTIN, with KTTV (TV) Los Angeles since 1955, named merchandising manager.

PAUL R. LITT, previously on sales staff of Signal Hill Telecasting Corp., St. Louis, Mo., appointed sales manager in charge of local sales at KTVI (TV) St. Louis. **RICHARD KIMBALL**, formerly district sales manager of Ampex Corp., Redwood, Calif., to KTVI sales staff.

BOB NIMS, former regional manager of member-service department of Radio Advertising Bureau, to WNEB Worcester, Mass., as sales manager.

CLARENCE E. TONOPOLSKY, formerly with KRSI Hopkins-Edina-St. Louis Park, Minn., as account executive, to WTCN Minneapolis in similar capacity.

GEORGE E. PAMENTAL this Wednesday (Aug. 6) joins WABC-TV New York as account executive. He has been at WOR-TV New York in similar capacity and from 1952-55 served at NBC-TV Spot Sales.

GEORGE LORD, WTCN-AM-TV Minneapolis-St. Paul, assistant promotion manager, made promotion manager.

DALLAS WALES, KRGV-TV Weslaco, Tex., newscaster, named KRGV-AM-TV director of news.

JOHNNY PEARSON, formerly ABN stations program executive, joins KCMO Kansas City as production director. Mr. Pearson will be spotlighted as air personality in addition to production duties.

WHEN THEY SAY YOU'VE COMMITTED

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St. | Chicago 175 W. Jackson | San Francisco 100 Bush St.

QUIZ CONFIDENTIAL

Robert L. Foreman, executive vice president, BBDO, N.Y., has written a novel entitled, *The Hot Half Hour*, based on the life and times of a big time television giveaway quiz show and the people behind it. It will be published by Criterion Books this fall.

Incidental coincidence: Several years ago, BBDO handled one of the hottest half hours in tv for Revlon Products with its *$64,000 Question* on CBS-TV.

BILL KNOWLES, formerly with Paramount Pictures in Minneapolis, to WOOD-TV Grand Rapids, Mich., as theatre manager in charge of all feature length films. **JOHN LONG** joins WOOD radio sales department.

JOHN LEPLEY, previously with Walter Speight Adv. Agency, Nashville, and Kudner Agency, N.Y., named WEW St. Louis program director, succeeding **DON PHILLIPS**, promoted to director of news and special events.

JUDY LAWTON, formerly with KTBS Shreveport, La., as assistant manager and program director, rejoins KFI Los Angeles as assistant director of sales promotion, advertising and publicity.

FRED VANT HULL, staff announcer for KMSP-TV Minneapolis, named public service director for station.

PAT ALDHIZER named film editor, WSVA-TV Harrisonburg, Va., replacing **MARJORIE SWAIN**, resigned to teach public school music in Dayton, Ohio.

DICK TURNER, formerly with KRDO Colorado Springs, Colo., joins KRIZ Phoenix, Ariz., sales staff.

RICHARD G. WILLIAMS, formerly international sales representative for Miller Brewing Co., Milwaukee, to WJBK-TV Detroit sales staff.

EDWIN R. HUSE, former general manager of WTRX Wheeling, W. Va., joins WXYZ-TV Detroit in tv sales, replacing **BEN HOBERMAN**, resigned to become general manager of WABC New York.

PAUL F. DeCHANT, formerly station manager of WMIL Milwaukee, to WTMJ Milwaukee sales staff. **WILLIAM T. KLUMB**, former member of the *Milwaukee Journal* advertising department, joins WTMJ sales staff.

RUSS WONNACOTT, formerly with KCNA Tucson, Ariz., as regional sales manager, to KPHO Tucson sales staff.

OTTO MENKES appointed secretary of WMBR Inc., Jacksonville, Fla.

BOB KLOSE, formerly with WKWK and WTRF-TV, both Wheeling, W. Va., to WSTC Stamford, Conn. Mr. Klose also handles Sunday disc jockey show on WFIL Philadelphia.

BILL WOOD joins KCUL Ft. Worth, Tex., as newsman.

KEITH HEFNER, formerly tv children's performer in Baltimore, Md., area, to WABC-TV New York children's show, *Time for Fun*, in role of "Johnny Jellybean."

MIKE LAURENCE, formerly with WITH Baltimore, dividing d.j. duties between WMGM New York (Saturdays and Sundays) and WIBG Philadelphia (Monday through Friday).

LOU TERRI joins WDRC Hartford, Conn., as announcer.

DON SHERWOOD, former personality with KGO-TV San Francisco, signed by KHJ-TV Los Angeles to do weekly 90-minute show.

HAL PARK, formerly with WKBZ Muskegon, Mich., joins WJR Detroit as staff announcer.

ED DANIELS, formerly d.j. with WVMI Biloxi,

NOW!

IN

PRODUCTION

THE

"TEXAN"

TRANSLATOR

TYPE—A

10 WATTS—VISUAL
PENCIL TUBES
3CX100A5's

FULL COLOR—B/W

RECEIVING ANTENNA
PART OF EQUIPMENT

FULL
COLOR RANGE

TRANSMITTING ANTENNA
CUSTOMIZED TO YOUR
PATTERN

FULL COLOR

Field Engineers
for Maintenance,
Surveys, Installation

FCC
TYPE APPROVAL
TR-51

Write to:

TEXAN TRANSLATOR
and
TV NETWORK

438 EAST CROCKETT ST.
SAN ANTONIO 2, TEXAS

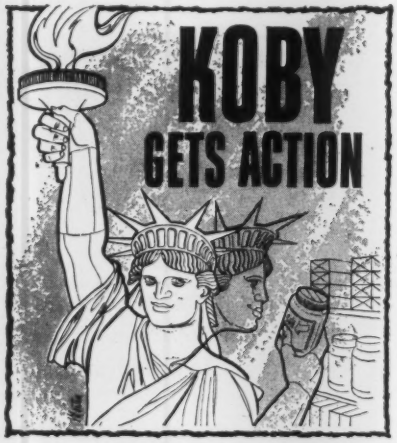
Fort Wayne's
Number 1
Network Radio Station*

WANE
Fort Wayne

CBS

Represented by Petry
**Pulse, April, 1958*

A CORINTHIAN STATION
KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis



IN SAN FRANCISCO . . . audiences respond to KOBY's musical formula. From New York to San Francisco, advertisers know that KOBY motivates the market!

If your favorite tune is "Happy Days are Here Again," played by thousands of ringing cash registers . . . then it's time you called your Petry Man. He'll show you the rating facts and give you the big reasons to buy KOBY in San Francisco!

KOBY 10,000 watts San Francisco
Sit in with your PETRY Man
In Denver it's KOSI—
in Greenville, Miss.—WGVM
Mid-America Broadcasting Co.

PEOPLE CONTINUED

Miss., joins WKAB Mobile, Ala., as announcer.

DONALD M. KELLY JR., 48, v.p. and general manager of WJBF (TV) Augusta, Ga., died July 25 following heart attack.

SAMUEL STEWART HAYES, 53, newscaster for KSDO San Diego, died July 28 following heart attack as he was preparing his first newscast of day. Mr. Hayes had been in news business for 30 years as both commentator and sports broadcaster, and was first radio reporter to broadcast over west coast network as the Richfield Reporter.

REPRESENTATIVES

LAWRENCE E. BUCK, formerly western manager, Burke-Stuart Co., radio-tv representative, and before that account executive with NBC-TV Spot Sales, appointed account executive in Chicago office of Blair Television Assoc.

PROGRAM SERVICES

KENNARD B. CALFEE, formerly with WJZ-TV Baltimore, as producer-director, joins Claster Television Productions, Baltimore, as production executive. Mr. Calfee won John Foster Peabody Award in 1952 for direction of *Johns Hopkins File No. 7.* **NEAL ESKRIDGE,** former sports columnist and baseball writer for *Baltimore News-Post,* joins Claster staff as advertising and promotion manager.

ROBERT G. BACH, sales and advertising manager of Fairchild Recording Equipment Corp., Long Island City announces his resignation to devote time to Bach Sales Co., 26 Mahan Rd., Old Bethpage, L.I., newly-formed promotion organization.

MEL BOURNE, former set designer for Theatre Guild, N.Y., to Robert Lawrence Productions, N.Y., as staff scenic designer.

PROFESSIONAL SERVICES

MARVIN SCHWARTZ, associate in public relations firm of Lewin/Kaufman & Assoc., Beverly Hills, Calif., elevated to partner, and firm name changed to Lewin/Kaufman/Schwartz.

HAROLD ELLITHORPE, formerly with International News Service in Denver, Colo., to News Associates Inc. as head of news and sales division for Colorado, Utah, New Mexico and Wyoming.

EVELYN KONRAD announces formation of new firm, Evelyn Konrad, public relations, 750 Park Ave., New York, designed to specialize in advertising agency corporate public relations. Miss Konrad was editor at *Sponsor* magazine in New York for more than six years.

SANDY SCHAFFEL, formerly on publicity staff of Gross-Krasne, Hollywood producer of filmed tv programs, and later reporter for *Los Angeles Herald & Express,* has joined Rogers & Cowan, L.A. public relations firm.

MANUFACTURING

BRIG. GEN. BERNARD S. BARRON and **LT. COL. I. ROBERT KRIENDLER** appointed to board of directors of Mycalex Corp. of America, Clifton, N.J. Gen. Barron, United States Marine Corps Reserve, is senior member of law firm of Barron, Rice and Rockmore, N.Y. Col. Kriendler, United States Marine Corps Reserve, is president of "21" Club Inc. and on board of Pepsi-Cola Ltd.

THOMAS E. DAVIS, with Ampex Corp., Redwood City, Calif., as national sales manager of instrumentation division, promoted to marketing manager of professional products division. Other Ampex appointments in professional products division are **ROBERT A. STROME,** named dealer sales representative in New York division; **PAUL R. ABBEY,** dealer sales representative in southern California, and **ROBERT MAY,** dealer sales representative in Chicago district.

D. E. CLISBEE, manager of Hammond, Ind., operations of Graybar Electric Co., promoted to general commercial sales manager with headquarters in New York. Mr. Clisbee is succeeded by **L. E. WILLIAMSON,** manager of outside construction sales at Hammond.

PATRICK J. MORRISEY, formerly general sales manager of federal cable division of Royal Electric Corp., subsidiary of IT&T, to Chester Cable Corp., Chester, N.J., as sales manager of electronic wire and cable division.

ALFRED S. ROSS, middle Atlantic district sales manager since 1954 for Sylvania Home Electronics, division of Sylvania Electric Products, N.Y., appointed sales manager of Newark, N.J., branch of Sylvania Sales Corp.

FRED B. ATWOOD, manufacturing superintendent of Sylvania Electronic Tubes, Williamsport, Pa. plant since 1954, to newly created position of plant manager.

TRADE ASSNS.

HERBERT W. PANGBORN, manager, tv technical operations, CBS, elevated to fellow in Society of Motion Picture and Television Engineers. Others so honored were **THEODORE B. GRENIER,** chief of video facilities engineering, ABC Hollywood; **CHARLES P. GINSBURG,** manager of videotape development, Ampex Corp.; **DOUGLAS SHEARER,** director of technical research, M-G-M Pictures Inc.; **WALDON S. BALL,** Independent Film Lab.; **S. E. HOWSE,** chief of engineering, Technicolor Corp.; **CHARLES S. STODTER,** executive secretary, SMPTE, **LINWOOD G. DUNN,** special effects cameraman, Filmeffects of Hollywood; **DAVID L. MacADAM,** research physicist, Eastman Kodak Co.; **RAYMOND B. DULL,** technical service manager, National Carbon Co.; **CARL W. HAUGUE,** quality control engineer, Consolidated Film Industries; **BURTON F. BERRY,** recording engineer, Westrex Corp.; **PHILIP M. COWETT,** electrical engineer, U.S. Navy; **LOUIS HAGEMEYER,** motion picture director, U.S. Air Force, and **KEITH B. LEWIS,** manager, Washington, D.C., office, Eastman Kodak Co.

GOVERNMENT

RALPH D. JONES, 68, chief of FCC's telephone and telegraph branch, Common Carrier Bureau, died in Chicago July 17 while on field trip for Commission.

INTERNATIONAL

DWIGHT E. LIBBY, formerly Montreal representative of McCann-Erickson Inc., New York, to manager of Montreal office of Tandy-Richards Adv. Ltd., Toronto, Ont.

TERRY McBURNEY to promotion manager of CHAB Moose Jaw, Sask.

MARVIN M. FREEMAN to promotion director of CKX-AM-TV Brandon, Man.

MARGARET FIELDER, assistant representative of Canadian Broadcasting Corp. at United Nations, New York, to program organizer in women's interests section of CBC department of talks and public affairs at Toronto, Ont. **DOROTHY McCULLUM,** assistant film procurement officer of CBC at Toronto, to succeed Miss Fielder at UN.

MAX JACKSON, sports director of CKWS-TV Kingston, Ont., presented with "Gold Stick" award of Ontario Hockey Assn. for outstanding service to game other than as player.

BLANCHE HELEN MARKLE, 44, story editor of Canadian Broadcasting Corp., Toronto, Ont., died following heart attack on July 23.

TELEVISION — HELP WANTED
(Technical)
Offer permanence, good climate, and reasonable salary, to chief engineer of combined television and radio stations in Southwestern market. Fringe benefits and opportunity to progress for conscientious and dependable worker.
Box 377F, BROADCASTING

WAKE Repeats Family Buck Night

WAKE Atlanta's second "Family Buck" promotion scored again last week, this time for the Ringling Bros.-Barnum & Bailey Circus. The gimmick: a "Family Buck" given away by the station and worth $1 toward purchase of a $3 reserved seat at last Monday's (July 28) performance (designated "WAKE Family Night"). The result: 52% of the night's reserved section went to holders of WAKE Family Bucks. The performance itself drew the biggest audience in the history of the circus' stands in Atlanta.

Each Family Buck carried pictures of the station's Hit Parader d.j.'s. The station devoted an extensive on-air spot campaign to the promotion in addition to the commercial campaign placed by Ringling Bros. Listeners could receive a Family Buck for all members of their families by writing the station or by picking them up at the studios.

The first use of the Family Buck technique on WAKE was for a performance of the Holiday on Ice skating troupe last February. On that occasion 35% of a 4,300 house were Family Buck holders.

WOR Signs McCrary Interviewers

Tex and Jinx (Falkenburg) McCrary, husband-and-wife radio-tv commentators, have been signed by WOR New York to conduct Mon.-Fri. afternoon and evening celebrity interview programs. The McCrarys terminated their 12 years-plus relationship with WRCA-AM-TV New York last Friday (Aug. 1) [STATIONS, July 21]. Additionally, WOR News expects to utilize Mrs. McCrary as one of its UN correspondents during the current Middle East crisis.

Firestone Changes 'Voice' Style

Firestone Tire & Rubber Co., Akron, long-time sponsor of *Voice of Firestone*, has created a new program concept for the musical series. Starting Sept. 8 the program on ABC-TV (Mondays, 9-9:30 p.m.) will devote its attention each week exclusively to a single field of music—classical, semi-classical or popular.

The new format also will call for spotlighting on certain weeks individual composers or type of music (already set are a Sept. 29 Latin American show, a Puccini program on Sept. 22 to celebrate the 100th anniversary of his birth, a program featuring Fred Waring's orchestra and glee club, an all-Gershwin and an all-Tchaikovsky show). Top musical artists in each field will be selected to carry the show's theme. Reportedly John Daly, ABC vice president and panel moderator of *What's My Line?* on CBS-TV, was being offered the role of host and narrator. Firestone's agency is Sweeney & Jones, Cleveland.

Quiz Winner to Give Counsel

A new program series of professional counsel, titled *Dr. Joyce Brothers*, is being carried on WRCA-TV New York (Mon.-Fri. 1-1:30 p.m.), starting today (Aug. 4). It presents Dr. Brothers, a psychologist and large-prize winner on the *$64,000 Question* quiz program, in the role of counselor to viewers raising questions on love, marriage, divorce, sex, child-rearing, social obligations and community relations.

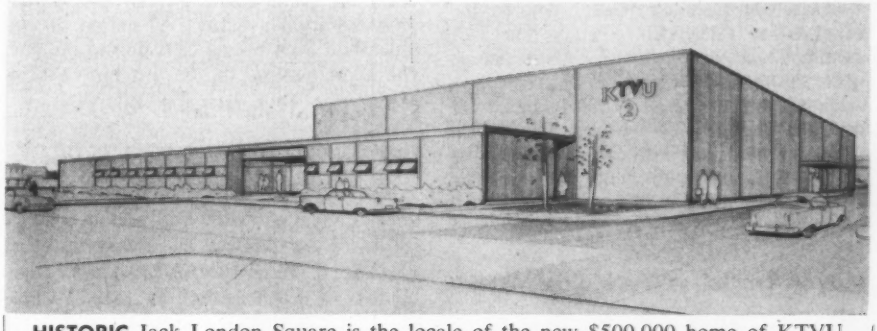
WHTN-TV Shows Nun Training

A special program depicting the training of a nun, featuring exclusive films and live presentations, was presented by WHTN-TV Huntington, W. Va., on its program *Accent* (Sunday 4:30-5 p.m.). WHTN-TV's Director of Public Affairs, Ray Stewart, filmed parts of the program at St. Mary's Convent and Novitiate in Huntington and presented several nuns in person on the show.

Buyers Compete in Audience Poll

Agency buyers rely heavily on surveys—but WTVP (TV) Decatur, Ill., claims an industry coup in asking media directors, broadcast managers and timebuyers to conduct their own audience measurement study, for prizes.

At a buffet dinner party hosted by the ABC-TV affiliate for nearly 200 agency representatives at Chicago's Yacht Club July 22, media people were asked to place approximately 200 long distance calls "to determine whether, and to what extent (actual share of audience) WTVP's coverage is in the three station Springfield, Ill., market." Another 200 calls were made by Western Union. Buyers were to guess the share



HISTORIC Jack London Square is the locale of the new $500,000 home of KTVU (TV) Oakland, Calif., which held opening ceremonies July 11 for 300 visitors. The one-story structure, built by the Port of Oakland for leasing to KTVU, houses approximately $1 million worth of equipment. The building covers 25,000 square feet of ground and contains two large live production studios, film studios, offices, engineering shops and storage space. KTVU is equipped for network and local colorcasting and plans to have videotape equipment in the fall. The station went on the air March 3 from temporary headquarters.

WGR-TV now leads all Buffalo stations with the largest share of the viewing audience from sign-on to sign-off seven days a week. Source: ARB. ABC Affiliate. Call Peters, Griffin, Woodward for availabilities.

WGR-TV
ABC CHANNEL 2
BUFFALO

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV
CBS FOR THE QUAD-CITIES
Represented by Avery-Knodel, Inc.

of audience for each station involved. After results were computed and posted for a 90-minute period average, television receivers were presented to three winners: Paul McCluer, general manager, and David S. Williams, media director, both Geoffrey Wade Adv., and Evelyn Vanderploeg, chief time-buyer, Arthur Meyerhoff & Co., all Chicago.

Solons View CBS Report on Aid

CBS News' special report on the inadequacies of U. S. foreign aid—*The Ruble War: The Crisis & Beyond* (CBS-TV, July 21, 10-11 p.m.; CBS Radio, July 23, 8-9 p.m.)—was shown in kinescope form to members of the House Appropriations and Foreign Affairs Committees a week ago last Wednesday (July 23). The screening had been requested by Rep. J. Vaughan Gary (D-Va.). At the same time, it was announced that the continuity material of *The Ruble War* would be published in book form by Smith, Keynes & Marshall, Buffalo, N. Y., as part of their "Economics" series. The book, bearing the same title as the broadcast, will contain the comments of the six participating CBS News correspondents in amplified form.

Friendly Presents Client Plan

A series of luncheon presentations in Chicago, held by the Friendly Group of stations, acquainted agency media representatives and food manufacturing clients with its new "shopper-topper" merchandising plan.

The service is offered automatically to food clients who meet certain requirements and involves Friendly Stations WSTV-TV Steubenville, Ohio; WBOY-TV Clarksburg, W. Va., and KODE-TV Joplin, Mo. It claims to be the first group ownership of stations to offer such a merchandising service free to food clients on a fulltime basis. Similar presentations will be held in Cincinnati, Cleveland and Columbus, Ohio. The plan originally was unveiled in Pittsburgh April 22 and New York June 14-16.

The Friendly Group also includes KODE Joplin; WBOY Clarksburg, W. Va.; WPAR-AM-FM Parkersburg, W. Va.; WPIT Pittsburgh, and KMLB Monroe, La. Avery-Knodel Inc. represents the three Friendly tv stations.

Mobile Camera Snaps Pedestrians

For the past two months, a mobile KYW-TV Cleveland camera has been cruising around town, shooting sidewalk pictures. Back in the studio after each day's work, KYW promotion personnel encircle the head of one anonymous citizen. The still shot (with the circled person) then is flashed on the screen during the station's *One O'Clock Playhouse,* an afternoon film show. Should the person circled identify himself at the station by 5 p.m. the following day, he or she is given prizes, running from tv sets to sponsor products. The only headache: the number of "false alarms" flashed in by Clevelanders who erroneously thought they had spotted themselves.

KDYL Salutes 'Gal Fridays'

The boss' "Gal Friday" is honored daily in a new weekday series titled *Secretary of the Day* (7:45-8 a.m.) on KDYL Salt Lake City. Background information on the secretary to be saluted is submitted by letter from an area employer. After a successful initial 13-week sponsorship of the show, Salt Lake Desk Exchange renewed the contract, through Featherstone Adv. The sponsor, in addition, sends roses to the secretary.

KUTE-FM Describes City Fiesta

KUTE-FM Glendale, Calif., entered the festivities of Glendale's annual "Days of Verdugos" celebration with live coverage of the fiesta events, which honor Jose Maria Verdugo, whose ranch in 1880 included the land now occupied by the city. The station broadcast interviews with city officials, "Miss Glendale," Glendale residents and recording personalities during events staged at a local auditorium.

Mayor Proclaims Tv Movie Week

With the proclamation of the week of July 21 as "Movie Spectacular Week" by Minneapolis' Mayor P. Kenneth Peterson, WTCN-TV Minneapolis and St. Paul promoted its new night programming with devices that included a caravan through downtown streets, pretty girls, newspaper ads, on-the-air promotion and bumper strips.

The campaign inaugurated *Movie Spectacular,* featuring movies from the Warner Bros., M-G-M and United Artists packages, and the move of WTCN-TV's news program to an earlier time slot. Ten models, dressed in white blouses and shorts, distributed do-it-yourself popcorn kits to city hall officials, agency and advertising people. The kits contained giant movie tickets listing *Movie Spectacular* as "your admission to greater sales in the Twin City area."

NBC Shapes Lincoln Telecast

NBC Special Projects unit reported last week it currently is putting together a half-hour program that will portray Abraham Lincoln as he was seen by his contemporaries. At a date yet to be announced, the telecast will feature period photographs, prints, woodcuts, lithographs, posters, engravings, drawings and sketches; a script by Richard Hanser, student of Lincoln and the Civil War period, that will be nearly entirely in Lincoln's own words, and music of the era with orchestral and vocal arrangements by composer-arranger Robert Russell Bennett. According to Donald B. Hyatt, NBC Special Projects head and director of the program titled *Meet Mr. Lincoln,* the show's chief innovation will be the use of historic stills rather than film footage.

WPGC Sponsors Potomac Cruise

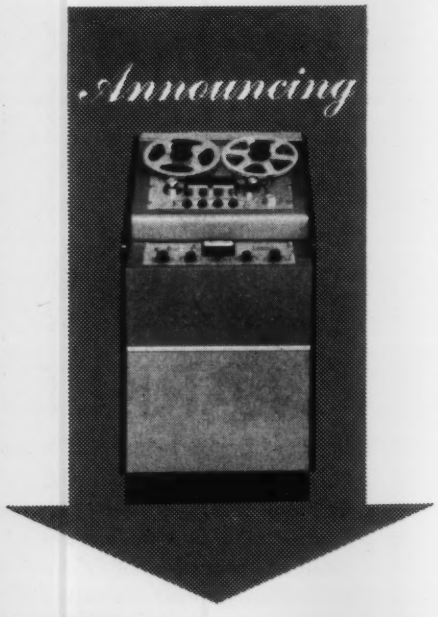
WPGC Morningside, Md., entertained more than 2,000 persons on a moonlight cruise on the Potomac River July 17 in celebration of the station's power increase to 10,000 w. Tickets for the cruise were sold at $1.60 per person in the first event of a month-long promotion titled "Operation 10,000." Guest entertainers aboard included Toni Arden, Bobbi Daren and Tony Rendazzo and Ted Alexander's orchestra played for dancing.

Strike Questions Get Tv Hearing

In a special hour-long program Wednesday night (July 30), WHAS-TV Louisville, Ky., presented a question-and-answer session concerning the strike of 10,000 workers at General Electric's Appliance Park in Louisville. The show gave the management and labor representatives a half hour each to answer telephoned queries from viewers. WHAS-TV News Director Bill Small and News Editor Jay Crouse relayed questions from a battery of station phones which had been taking calls during the day. The audio portion of the program was repeated one hour later on WHAS.

NBC to Air NEA's School Series

NBC Radio, in cooperation with the National Education Assn., will present a series titled *A Hard Look at U. S. Schools,* starting Aug. 6 (Wed. 10:05-10:30 p.m.). Topic of the first broadcast will be "Are We Providing Talented Children with the Education for Leadership?" Subsequent topics planned include "Are We Preparing Our Children for Tomorrow's World?," "How Much Should A Good School Cost?" and "What is a Good Teacher?" Ben Grauer will be moderator with leading educators taking part in discussions.



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AMPEX CORPORATION
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INVITATIONS TO BUY

Groundwork was laid the week of July 21 for the fall program selling job of WRCA-TV New York in a series of twice-daily presentations, or "seek previews," as the station's program department and sales staff teamed up to show off a new program lineup to approximately 130 advertising agency men.

In morning and afternoon sessions held at the Johnny Victor Theatre in the RCA Exhibition Hall, executives and key radio and tv personnel from Grey Adv., BBDO, McCann-Erickson, J. Walter Thompson, Benton & Bowles and Young & Rubicam heard George Heinemann, WRCA-TV program director, outline the projected schedule. New program ideas were demonstrated through the use of visual aids, kinescope recordings and talks by some of the talent concerned.

Also participating in the program discussions with agency people were William N. Davidson, general manager of WRCA-TV and originator of the unique preview idea; Max E. Buck, director of sales and marketing for WRCA-AM-TV; Jay Heitin, WRCA-TV sales director, and several of the station's tv salesmen.

In the upper left picture, Mr. Davidson discusses the new schedule with Herbert D. Straus, executive vice president of Grey Adv., after breakfast.

On the right, leafing through a folder of the programs unveiled to agency representatives, are Grey Adv. vice presidents John Kuneau, Jules Singer and LeRoy B. Block.

WTVD (TV) Sends Giant Postcards

In a special promotion of its new 1,500-ft. tower, WTVD (TV) Durham, N. C., last week sent out giant-sized postcards with the message "Have wonderful time—You should buy here!" to more than 500 agency timebuyers. The 28 x 43-inch card with a four-color map of the station's new coverage area was delivered by Western Union messenger service. WTVD's tower is the tallest man-made structure east of the Mississippi River and soars 325 ft. higher than its competitor's tower, the station reports.

St. Louisans Sub for KMOX D.J.

When d.j. Jack Buck of KMOX St. Louis went on vacation the week of July 21, the station came up with a community project to replace the vacationing personality. The station arranged to have four prominent citizens of St. Louis serve as d.j. for a day at a time, and also chat about their business and community service affiliations. Substituting d.j.'s included top executives of a bank, a utility company, the St. Louis Medical Society and the local Chamber of Commerce.

WPIX (TV) Urges Antenna Checks

WPIX (TV) New York has launched a month-long promotional campaign to persuade viewers to have their antennas checked if their tv set reception of stations in the New York area is faulty. The station is using up to 25 twenty-second announcements per week, asking viewers to have their antennas checked.

Coincidentally, the station is sending letters by Otis Freeman, chief engineer of WPIX (TV), notifying tv service companies of the promotion, and asking them for an evaluation of the reception in their areas of the seven tv stations serving the community. It is Mr. Freeman's contention that the majority of antennas in New York are eight years old, or older, and faulty reception could stem from antennas no longer in satisfactory working order.

WEZL 'Weasels' for Publicity

WEZL Richmond, Va., has brainwashed Richmond with a week long promotion of its new call letters. It started with station promotions asking listeners to "watch in their neighborhood for the weasel." Following four days on the air promotion, WEZL solicited a sports car from a local dealer, decorating it with WEZL banners and hit the road. All staff announcers took part

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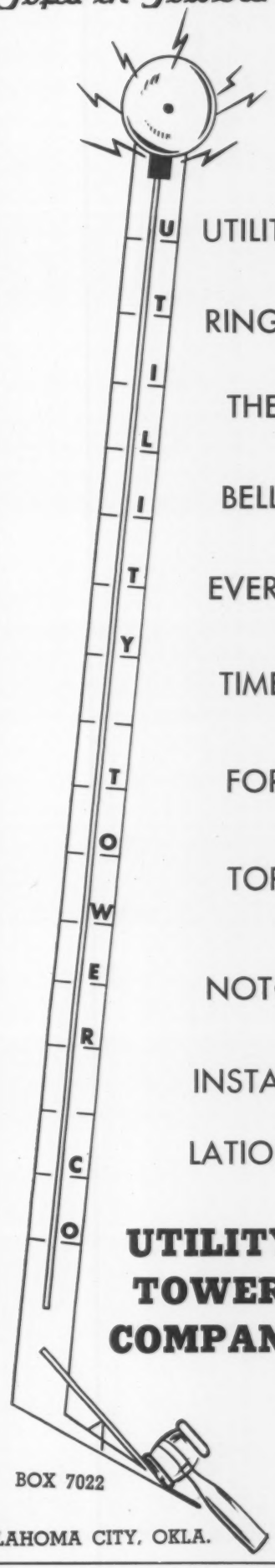
"Tops in Towers"



in the promotion through the two-day trips accompanied by "Pops" the real live weasel pet of the station. The Weasel Wagon distributed thousands of weasel-shaped balloons which had "Betcha Can't Say Weasel Without Smilin" and 1590 imprinted on them; movie tickets, records and telephone pads to business firms with "Wezl While You Work" on them. "Miss Richmond" joined the Weasel Wagon on the second day to help the promotion.

KFJI D.J. Sets Broadcast Mark

Larry Jones, d.j. at KFJI Klamath Falls, Ore., July 28, claimed a new record of 169 hours and 15 minutes for marathon broadcasting. Groggy and "all but out on feet," KFJI reports, Mr. Jones closed his microphone at 8:45 a.m., and went home to bed. The try-for-record started at 7:30 a.m. July 21.

WYDE Stands High With Jaycees

The Birmingham, Ala., Junior Chamber of Commerce has found radio "High WYDE and Handsome" in terms of earning power. WYDE Birmingham offered its facilities to the Jaycees after proclaiming July 16 "Jaycee Day." The young civic promotors, wasting no time, sold 150 spots which realized $1,342 for the Jaycee kitty. Birmingham Jaycee President Bob Barnum saluted WYDE and the Bartell family for the "public service" gesture and expressed "deep appreciation." He added, "We will be looking forward to next year's Jaycee Day."

NEXT WEEK YOU'LL MEET...

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Station Authorizations, Applications

As Compiled by BROADCASTING

July 24 through July 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Buffalo, N. Y.—WKBW-TV Inc.—Granted vhf ch. 7 (174-180 mc); ERP 263 kw visual, 132 kw aural; antenna height above average terrain 425 ft., above ground 405 ft. Estimated construction cost $582,879, first year operating cost $721,000, revenue $1,194,000. Post office address 1420 Main St., Buffalo. Studio and transmitter location 1420 Main St., Buffalo. Geographic coordinates 42° 54' 44" N. Lat., 78° 52' 00" W. Long. Transmitter DuMont, antenna GE. Legal counsel Fly., Shuebruk & Blume, N. Y. Consulting engineer, Vandivere, Cohen & Wearn, Washington. Principals include President **Clinton H. Churchill** (51%), president stockholder WKBW; Vice President **Alfred E. Anscombe** (5%), vice-president-station manager WKBW; Treasurer-Secretary **Edward H. Kavionsky** (24%), attorney, and treasurer of WKBW; **Darwin R. Martin** (5%), real estate, and **Buffalo Waste Paper Co.** (15%). Announced July 30.

Wilmington, N. C.—New Hanover Bcstg. Co.—Granted vhf ch. 3 (60-66 mc); ERP 100 kw vis., 50 kw aur.; ant height above average terrain 466 ft., above ground 523 ft. Estimated construction cost $413,128, first year operating cost $200,000, revenue $250,000. P. O. address Box 869, Wilmington. Studio location Wilmington. Trans. location Pender County. Geographic coordinates 34° 24' 17.7" N. Lat., 77° 55' 21.2" W. Long. Trans.-ant. RCA. Legal counsel Verne R. Young, Washington, D. C. Consulting engineer Lohnes and Culver, Washington, D. C. Principals include **J. S. Brody** (49.34%), 49.34% owner **WGNI Wilmington, 20 % WFIG Sumter, S. C.,** and **Leo Brody** (25%), 24.5% **WLPM Suffolk, Va.** and 25% **WGNI.** Announced July 30.

Ogden, Utah—United Telecasting and Radio Co.—Granted vhf ch. 9 (186-192 mc); ERP 9.5 kw vis., 4.75 kw aur.; ant. height above average terrain 379 ft., above ground 437 ft. Estimated construction cost $70,000, first year operating cost $125,000, revenue $135,000. P. O. address 1538 Gibson Ave., Ogden. Studio and trans. location 1538 Gibson Ave. Geographic coordinates 41° 14' 18" N. Lat., 110° 58' 34" W. Long. Trans. and ant. RCA. Consulting engineer Vincent E. Clayton, Salt Lake City. Principals are **United Bcstg. Co.** (80%), owner, **KVOG Ogden; Richard K.** and **Robert G. Hemingway** (10% each), Utah and Idaho banking, insurance and other interests. Announced July 30.

Existing Tv Stations

ACTIONS BY FCC

KQED (TV) San Francisco, Calif.—Waived Sect. 3.61 (c) and granted authority to rebroadcast, on weekly basis, stereophonic concert program of **KPFB (FM) Berkeley** for 90 days. Commissioners Robert Bartley and Fred Ford dissented; Commissioner Robert Lee absent. Announced July 24.

KFBB-TV Great Falls, Mont.—Granted application for private TV intercity relay system for off-air pickup of programs of **KXIF-TV** (ch. 4) **Butte.** Announced July 24.

New Am Stations

ACTIONS BY FCC

Santa Rosa, Calif.—Joseph E. Gamble and **Lew L. Gamble** d/b as **Radio Santa Rosa**—Granted 1150 kc, 5 kw LS, 500 w N. P. O. address 100 W. 21 St., Merced, Calif. Estimated construction cost $74,993, first year operating cost $90,000, revenue $108,000. Joseph Gamble owns KJOY Stockton, and KWIP Merced both Calif. Lew Gamble owns Akron, Ohio theatre firm. Announced July 9. (This is corrected report).

Hinesville, Ga.—Liberty Bcstg. Co.—Granted 990 kc, 250 w D. P. O. address Box 72, Hinesville. Estimated construction cost $14,398, first year operating cost $36,000, revenue $42,000. **Duane A. Hatch** (40%), salesman **WSAV Savannah, Ga., Roscoe Denmark** (30%), oil products dealer, and **Paul H. Sikes** (30%), sheriff of Liberty County, Ga., will be owners. Announced July 24.

Windom, Minn.—North Star Bcstg. Co.—Granted, with engineering conditions, 1580 kc, 250 w D. P. O. Box 92, Hopkins, Minn. Estimated construction cost $8280 first year operating cost $40,256, revenue $98,200. North Star owners are **Paul C. Lund** (37.5%), former station manager **KGAC St. Peter, Minn., Eugene H. Frisk** (37.5%), former employe KGAC, and **Robert D. Thompson** (25%), Honeywell Regulator Co., Minneapolis. Announced July 24.

Forest City, N. C.—Tri-City Bcstg. Co.—Granted 1320 kc, 500 w D. P. O. address Box 253, Forest City. Estimated construction cost $6,501, first year operating cost $24,000, revenue $32,000. Equal partners are **Gerard T. Becknell** and **A. Hoyle Lovelace,** both have appliance and jewelry interests. Announced July 24.

Orangeburg, S. C.—Radio Orangeburg.—Granted 1580 kc, 1 kw D. P. O. address % Clarence Jones P. O. Box 417, Canton, Tex. Estimated construction cost $12,770, first year operating cost $16,549, revenue $40,852. Owners are **Clarence Everett Jones and Gus Browning** (each 50%). Mr. Jones is teacher; Mr. Browning has been chief engineer, **WDIX Orangeburg.** This grant is conditioned to Mr. Browning severing all connection with WDIX. Announced July 24.

Superior, Wis.—Quality Radio Inc.—Granted 1320 kc, 1 kw D. P. O. address Eugene A. Halker, 321 2nd St., West, Ashland, Wisconsin. Estimated construction cost $16,680, first year operating cost $38,665, revenue $46,000. Owners are **Eugene A. Halker, Kenneth R. Peterson** and **Richard F. Wartman** (each one-third). Mr. Halker has 41.4% interest in **WPFP Park Falls, Wis.,** owns one-third and is president and general manager of **WATW Ashland, Wis.;** Mr. Peterson is salesman; Mr. Wartman is attorney and presently district attorney of Ashland County. Announced July 24.

APPLICATIONS

Santa Barbara, Calif.—Channel Bcstg Co. 1290 kc, 500 w D. P. O. address 405 Central Tower Bldg., San Francisco, Calif. Estimated construction cost $17,061, first year operating cost $96,000, revenue $100,000. Owners are **Bert Williamson** and **Lester W. Spillane,** each 50%. Mr. Williamson is 15% partner in **KYNO Fresno** and 17.5% stockholder in **KRAK-AM-FM Stockton,** both **California.** Mr. Spillane is attorney, was FCC employee. Announced July 30 (as addition to July 8 FCC release).

Jamestown, Ky.—The Lake Cumberland Bcstg. Co. 1310 kc, 5 kw D. P. O. address Ruel O. Thomas, Mt. Vernon, Ky. Estimated construction cost $32,750, first year operating cost $32,850, revenue $41,975. Owners are **Ruel O. Thomas** and **M. M. Lawrence,** each 50%. Mr. Thomas is in farm feed. Mr. Lawrence is M.D. Announced July 25.

Rensselaer, N. Y.—Fairview Bcstrs., 1300 kc, 5 kw D. P. O. address Frank Short, 234 W. Main St., Ephrata, Pa. Estimated construction cost $39,200, first year operating cost $72,000, revenue $80,000. Owners are **W. Frank Short,** 75%, and **H. Clay Esbenshade,** 25%. Mr. Short is sales manager **WGSA Ephrata, Pa.** Mr. Esbenshade is housing site developer and farmer. Announced July 25.

West Chester, Pa.—Howard Wasserman, 1260 kc, 500 w D. P. O. address Buttonwood Road, Berwyn R.D., Pa. Estimated construction cost $30,500, first year operating cost $55,000, revenue $75,000. **Mr. Wasserman,** sole owner, was president and 50% owner of **WAEB Allentown, Pa.** Announced July 25.

Buckhannon, W. Va.—Upshur County Bcstg. Co., 1380 kc, 1 kw D. P. O. address 3905 So. 14th St., Arlington, Va. Estimated construction cost $19,677, first year operating cost $26,545, revenue $36,000. Owners are **Jesse D. Newman** and **Lee P. Clagett,** each 50%. Mr. Newman spent last 10 years in U. S. Army Signal Corps. Mr. Clagett has been owner of Clagett Arlington Memorial Co. Announced July 30.

Existing Am Stations

ACTIONS BY FCC

KIBH Seward, Alaska—By letter, denied request for waiver of Sec. 3.93 (c) of rules requiring employment of full-time first-class radiotelephone operator. Announced July 24.

KHCD Clifton, Ariz.—Ordered to show cause why license should not be revoked for technical violations, failure to respond to notices of violations, and leasing control of station to others; with opportunity for hearing. Announced July 24.

KGCX Sidney, Mont.—By letter, granted request for partial waiver of Sec. 3.30 (a) insofar as it is not required to originate more than one-half of its nonnetwork programs from Sidney, provided that no more than one-third of such programs will originate from any other one city. Announced July 24.

New Fm Stations

ACTIONS BY FCC

San Francisco, Calif.—Mid-America Bcstrs. Inc.—Granted 95.7 mc, 11.56 kw unl. P. O. address Bellevue Hotel, Geery and Taylor Sts., San Francisco, Calif. Estimated construction cost $9,975, first year operating cost $25,000, revenue $25,000. Mid-America Bcstrs. is licensee of **KOBY San Francisco,** and is owned by **David M. Segal** (85.4%) and others. Mr. Segal also owns 94% of **KOSI Aurora, Colo.,** and 75% of **WGVM Greenville, Miss.** Announced July 30.

Camden, N. J.—South Jersey Bcstg. Co.—Granted, with engineering condition, 106.9 mc, 9.6 kw unl. P. O. address 2881 Mt. Ephraim Ave., Camden 4, N. J. Estimated construction cost $10,000, first year operating cost $6,000, revenue $10,000. Owners are **Ranulf Compton** (34%), **Florence Compton** (20%) and others. Mr. Compton has had no other interest for past five years outside of South Jersey Bcstg., licensee of **WKDN Camden** and permittee of ch. 17 Camden. Florence Compton is housewife. Announced July 24.

Rio Piedros, P. R.—Fidelity Bcstg. Corp.—Granted 95.9 mc, .84 kw. P. O. address Box 89, Rio Piedros. Estimated construction cost $12,130, first year operating cost $12,000, revenue $15,000. **Enrique Sampayo** (50%) is businessman. Announced July 24.

Ownership Changes

ACTIONS BY FCC

KMAP Bakersfield, Calif.—Granted assignment of license to **KMAP Inc. (Clifford E. Ball,** president); for $85,000. Announced July 24.

KBCA (FM) Beverly Hills, Calif.—Granted assignment of cp to **Ted Bolnick** and **Walter Gelb,** d/b as **Long Beach Fm Bcstg. Co. (KVFM San Fernando);** for $6,000. Announced July 24.

KCVR Lodi, Calif.—Granted assignment of license from **Herbert W.** and **David A. Brown** to **Lloyd Burlingham** (interest in **WBEL Beloit, Wis.**) for $135,000. Announced July 24.

KPIP (FM) Riverside, Calif.—Granted assignment of cp to **Parker-Lee Inc. (Leland J. Fuller,** president) for $6,500 for equipment and expenses. Announced July 24.

KGYW Vallejo, Calif.—Granted assignment of license from **Ellsworth Peck** and **A. J. Krisik** to **Mary Elizabeth Gunberg** for $150,000. Announced July 24.

WSTN St. Augustine, Fla.—Granted assignment of license to **St. Croix Bcstg. Co. (Wesley J. Wentworth,** president) for $77,500. Announced July 24.

WMGE Madison, Ga.—Granted assignment of license to **Henry W. Lanham, Mrs. Robert R. Lanham** and **Dr. Thomas P. Mahan** d/b as **Madison Bcstg. Co.,** for $36,650. Announced July 24.

KULA Honolulu, Hawaii—Granted assignment of license to **Burnett Bcstg. Co. Inc. (Jack A. Burnett,** president) for $200,000. Announced July 24.

KCBC Des Moines, Iowa—Granted assignment of license to **Fletcher-Mitchell Corp. (James I. Mitchell,** president, has interest in **KLIN Lincoln, Neb.,** and **KPIG Cedar Rapids, Iowa)** for $112,000 plus $38,000 for not competing for 5 years. Announced July 24.

KBIZ Ottumwa, Iowa—Granted assignment of license and cp to **Wapello County Bcstg. Co. Inc. (G. La Verne Flambo,** president) for $62,500. Assignee officers have interest in **WCEL Eau Claire, Wis.; WDAL-AM-TV Duluth, Minn.,** and **WQVB Galesburg, Ill.** Announced July 24.

WIPA Annapolis, Md.—Granted transfer of control from **Robert J. Kent** to **Max Reznick** and **James G.** and **William Calomiris** for $86,200. Announced July 24.

WWTV (TV) Cadillac, Mich.—Granted assignment of licenses to **Fetzer Tele. Inc.** for $1,000,000. **John E. Fetzer,** assignee president, has interest in **WKZO-AM-TV Kalamazoo, Mich.; WJEF-AM-FM Grand Rapids, Mich.; WMBD-AM-FM-TV Peoria, Ill.,** and **KOLN-TV Lincoln, Neb.** Comr. Robert Bartley dissented. Announced July 24.

WIPS Ticonderoga, N. Y.—Granted assignment of license to **Olean Bcstg. Corp. (WMNS Olean)** for $31,500. Announced July 24.

KCJB Minot, N. D.; KSJB Jamestown, N. D.—Granted assignment of licenses to **James M. Pryor** for $276,000. Announced July 24.

WCAU-AM-FM-TV Philadelphia, Pa.—Granted assignment of licenses from **Bulletin Co.** to **CBS Inc.** for $15,600,000 plus $4,400,000 for land and buildings. Grant is without prejudice to such action as Commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendations set forth in Report of the Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by Commission, and (3) with respect to pending anti-trust matters. Comr. Robert Bartley dissented. This is largest packaged broadcast transfer on record. CBS is licensee of **WCBS-AM-FM-TV New York; WBBM-AM-FM-TV Chicago; WEEI-AM-FM Boston; KNX-AM-FM** and **KNXT (TV) Los Angeles; KCBS-AM-FM San Francisco; KMOX, KMOX-TV** (formerly **KWK [TV] St. Louis)** (latter pending consummation of Oct. 23, 1957, assignment of license of KMOX-TV St. Louis, from CBS to **220 Television Inc.**); **WXIX (TV) Milwaukee** and **WHCT (TV) Hartford, Conn.** Announced July 24.

WORD Spartanburg, S. C.—Granted transfer of control from **Irwin Kahn, B. F. Kurtz** and **H. Moody McElveen Jr.,** to **WMRC Inc.** for $136,000. WMRC Inc. owns **WFBC-AM-FM-TV Greenville, S. C.,** and stockholders have interest in **WWNC Asheville, N. C.; WIS-AM-TV Columbia S. C.,** and **WIST Charlotte, N. C.** Announced July 24.

WHLP Centerville, Tenn.—Granted (1) renewal of license and (2) transfer of positive control from **J. Gill Thompson,** et al., to Mr. Thompson as individual; for $7,666 for additional one-third interest. Announced July 24.

KTXC Big Spring, Tex.—Granted assignment of license to **Grady F. Maples** and **R. B. McAlister,** d/b as **Maples-McAlister Bcstg. Co.,** for $30,000. Announced July 24.

KZOL Muleshoe, Tex.—Granted assignment of cp from **Theodore Rozzell** to same and **Gabe D. Anderson,** d/b as **KZOL Bcstg. Co.** Mr. Anderson buying half interest for $9,118. Announced July 24.

Continued on P. 96

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

NEW LISTINGS IN THE SOUTHWEST . . . . . .

DAYTIME INDEPENDENT

$65,000

Arkansas station has good record of earnings for past five years. Some financing available. Ideal for owner-manager who likes to hunt, fish, camp out and make money.

GULF COAST INDEPENDENTS

$150,000 to $175,000

We have a choice of excellent daytime and fulltime stations. All good markets, with financing available. One of these stations is suitable for absentee ownership.

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Washington, D. C.	Cleveland	Chicago	Atlanta	Dallas	San Francisco
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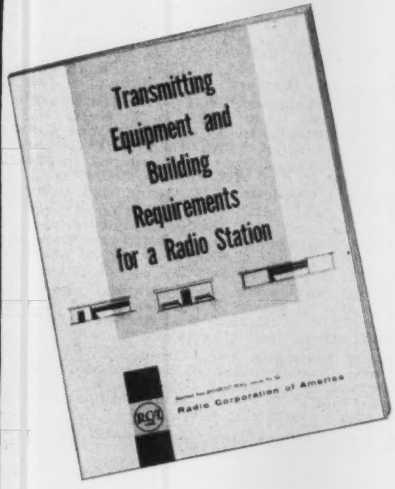

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KTAN Sherman, Tex.—Granted assignment of licenses from **William J. Sample** to **K. M. and J. P. Fisher** and **Harry O'Connor**, d/b as **KTAN Bcstg. Co.**, for $48,000. Announced July 24.

KTIX Seattle, Wash.—Granted transfer of control to **Hugh Ben LaRue, Paul F. Adler** and **Stanley Burns** for $170,000. Comr. Robert Bartley dissented. Announced July 24.

APPLICATIONS

KPOK Scottsdale, Ariz.—Seeks transfer of control of licensee corp. **(Scottsdale Bcstg. Co.)** from **Richard B. Gilbert** and **Alma C. Gilbert** to **Morris Mindel** for $65,500. Announced July 25.

WMFJ Daytona Beach, Fla.—Seeks acquisition of positive control of licensee corp. **(WMFJ Inc.)** by **Emil J. Arnold** through purchase of stock from **Jack Siegel** for discharge of $1,000 loan. Announced July 25.

WROD Daytona Beach, Fla.—Seeks transfer of control of **Radio Daytona Inc.**, parent corp. of licensee corp. **(Daytona Beach Bcstg.)** from **Morton G. Bassett Jr.** to **Eugene D. Hill** (37.5%), **Mining Journal Co. Ltd.** (31.25%) and **Iron Mountain Pub. Co.** (31.25%), for $50,000. Mining Journal Co. and Iron Mountain Pub. are owned by **Frank J. Russell**, who thus controls **WMIQ Iron Mountain, Mich., WDMJ-AM-TV Marquette, Mich., WJMS-TV Ironwood, Mich.**, and **WLST Escanaba, Mich.** Mr. Hill has minority interest in **WORZ, WKIS (FM) Orlando, Fla.** Announced July 25.

WLS Chicago, Ill.—Seeks acquisition of negative control of licensee corp. **(WLS Inc.)** by **ABPT Inc.** from **The Prairie Farmer Publishing Co.** as per contract. [See AT DEADLINE, July 28.] Announced July 25.

WCVS Springfield, Ill.—Seeks transfer of control of licensee corp. **(WCBS Inc.)** from **Harold L. Dewing**, et al., to **WPFA Radio Inc.** for $285,000. WPFA Radio Inc. is owned by **Jerome William O'Connor** and **Dorothy June O'Connor**, each 40%, and others. Jerome O'Connor is one-third owner of **KANS Wichita, Kan.**, 73.2% owner of **WBOW Terre Haute, Ind.** Dorothy O'Connor is housewife. Announced July 30.

WMAB Munising, Mich.—Seeks assignment of licensee corp. **(Munising-Alger Bcstg. Co.)** from **Charles A. Symon, Stanley L. Sadak** and **John E. Codding** d/b as **Munising-Alger Bcstg. Co.** to Munising-Alger Bcstg. Co. Corporate change. Announced July 30.

WMFG Hibbing, WHLB Virginia, both Minnesota—Seeks assignment of licenses respectively to **Hibbing Bcstg. Co.** and **Virginia Bcstg. Co.** from **Head of the Lakes Bcstg. Co.** New owners: **Harold J. Parise**, general manager of stations, and **Frank P. Befera**, vending machines, realty, wholesale merchandiser, for total of $169,000 ($84,500 apiece). Mr. Befera did own stock in **Storer Bcstg. Co.** Announced July 25.

KMON Great Falls, Mont.—Seeks transfer of control of licensee corp. **(Montana Farmer)** from **The Montana Farmer Inc.** to **KMON Inc.** for $96,000. KMON Inc. is owned by **KALL Salt Lake City, Utah.** Announced July 30.

WPNF Brevard, N. C.—Seeks involuntary transfer of control of licensee corp. **(Pisgah Bcstg. Co.)** from **Ed M. Anderson** to **Stella W. Anderson**, administrator of estate of Ed M. Anderson, deceased. Announced July 30.

WFNS Burlington, N. C.—Seeks acquisition of positive control of licensee corp. **(Burlington-Graham Bcstg. Co.)** by **Lawrence E. Neese** through purchase of stock from **R. Homer Andrews** (390 shares at par value of $100). Announced July 25.

WBBO-AM-FM Forest City, N. C.—Seeks involuntary transfer of control of licensee corp. **(Rutherford County Radio Co.)** from **Ed M. Anderson** to **Stella W. Anderson**, administrator of estate of Ed M. Anderson, deceased. Announced July 30.

Hearing Cases

FINAL DECISIONS

Commission took following actions:

By decision, Commission granted application of **WKBW-TV Inc.**, for new tv station to operate on ch. 7 in **Buffalo, N. Y.**, and denied competing applications of **Great Lakes Television Inc.**, and **Greater Erie Bcstg. Co.** Chairman John Doerfer and Comr. Robert Lee dissented. Initial decision of Jan. 31, 1956, and supplement looked toward grant to Great Lakes. Announced July 30.

By order, Commission adopted and made effective immediately June 16 initial decision granting application of **New Hanover Bcstg. Co.** for new tv station to operate on ch. 3 in **Wilmington, N. C.** Announced July 30.

By order, Commission adopted and made effective immediately June 24 initial decision granting application of **United Telecasting and Radio Co.** for new tv station to operate on ch. 9 in **Ogden, Utah.** Comr. Robert Bartley not participating. Announced July 30.

By order, Commission made effective immediately initial decision and granted application of **Mid-America Bcstrs. Inc.**, for new Class B fm station to operate on 95.7 mc in **San Francisco, Calif.** Announced July 30.

By decision, Commission denied protest by **Community Bcstg. Service Inc. (WWBZ) Vineland, N. J.**, to Feb. 20, 1957, grant of cp to **The Delsea Broadcasters** for new am station **(WDVL)** to operate on 1270 kc, 500 w D, DA, in Vineland; affirmed its previous action. Chairman John Doerfer and Comrs. Robert Lee and John Cross not participating; Comr. Robert Bartley dissented. Initial decision of Oct. 22, 1957, looked toward this action. Announced July 30.

By decision and order, Commission modified its Mar. 8, 1957, order and suspended for 30 days, instead of four months, radiotelephone second-class operator license of **Moe Berger, St. Augustine, Fla.**, commencing Aug. 8; denied Mr. Berger's petition to dismiss, or in alternative, postpone proceeding. Comr. John Cross not participating. Initial decision of Aug. 8, 1957, looked toward four-month suspension. Announced July 30.

By order, Commission denied petition by **St. Anthony Television Corp.** to delete Issue 2 (financial qualifications) from hearing order on its application for new tv station to operate on ch. 11 in **Houma, La.** Announced July 30.

By order, Commission denied petition by **Eastern Air Lines Inc.** for reconsideration of June 20 order which granted Eastern intervention limited solely to Issue 1 in **Miami, Fla.** Ch. 10 remand proceeding. Announced July 30.

By order, Commission dismissed as moot petitions by **Enterprise Service Inc., Solvay, N. Y.**, and **Rome Community Bcstg. Co., Rome, N. Y.**, for enlargement of issues in proceeding on their applications and **James A. McKechnie, North Syracuse, N. Y.**, for new am station. Announced July 30.

By order, Commission made effective immediately June 17 initial decision, as amended by Commission, and granted application of **KLAD Bcstrs.** to change facilities of station **KLAD Klamath Falls, Ore.**, from 900 kc, 1 kw D to 960 kc, 5 kw D. Announced July 30.

INITIAL DECISIONS

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting motion by **Robert S. Plimpton** to dismiss without prejudice his application for new am station to operate on 1050 kc, 1 kw D in **Norfolk, N. Y.**, and granting application of **Seaway Bcstg. Co. Inc.**, for same facilities in **Massena, N. Y.** Announced July 25.

Continued on P. 98

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Hearing Examiner Basil P. Cooper issued Initial decision looking toward granting applications of **Oregon Radio Inc.**, to increase daytime power of **KSLM Salem, Ore.**, from 1 kw to 5 kw, continuing operation on 1390 kc with 1 kw-N and **Lincoln Electronics Inc.**, to change facilities of **KBCH Oceanlake, Ore.**, from 1400 kc, 250 w unl., to 1380 kc, 1 kw D. Announced July 28.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of **Van Wert Bcstg. Co.** for new am station to operate on 1220 kc, 250 w D, in **Van Wert, Ohio.** Announced July 28.

OTHER ACTIONS

By memorandum opinion and order, Commission reopened record in proceeding involving mod. of cp of **The Spartan Radiocasting Co.** station **WSPA-TV** (ch. 7) **Spartanburg, S. C.**, to move its trans. to **Paris Mountain** with ERP of 200 kw vis., 120 kw aur., ant. 1182 ft., change studio location within Spartanburg, etc., and remanded same to hearing examiner to take evidence on issues raised by Court of Appeals and to issue supplemental initial decision. On May 22, 1958, court remanded case to Commission on appeal from Commission action of July 22, 1957, in affirming grant. Announced July 30.

Pacific Foundation, Pasadena, Calif.; University of Judaism, Los Angeles, Calif.—Designated for consolidated hearing applications for new noncommercial educational fm stations to operate of 90.7 and 90.5 mc, respectively; denied request by University for additional time to submit amendment to its application. Announced July 24.

Bay Area Electronic Assoc., Santa Rosa, Calif.—Designated for consolidated hearing applications for new am stations to operate on 1580 kc D; Bay Area with 500 w and Sonoma with 250 w; made **KSJO San Jose**, and **KWIP Merced**, parties to proceeding; denied request of KSJO for extension of thirty days to reply to 309 (b) letter of May 21. Announced July 24.

Falcon Bcstg. Co., Vernon, Calif.; Sierra Madre Bcstg. Co., Sierra Madre, Calif.—Designated for consolidated hearing applications for new Class A fm stations to operate on 107.1 mc; made **KBBI Los Angeles**, party to proceeding; denied requests by Falcon for additional time to submit amendment to its application and by Sierra for additional time to review further situation. Announced July 24.

WXYZ Detroit, Mich.—Is being advised that application to change trans. and studio location to site seven miles north of present site, make other changes, and for waiver of Sec. 3.188 (b) (1), indicates necessity of hearing. Announced July 24.

Newark Bcstg. Corp., Newark, N. J.; WMGM Bcstg. Corp., New York, N. Y.—Designated for consolidated hearing applications for new Class B fm stations to operate on 100.3 mc. Announced July 24.

KBUD, The Henderson County Bcstg. Co., Athens, Tex.; University Advertising Co., Highland Park, Tex.—Designated for consolidated hearing applications of University for new am station to operate on 1150 kc, 500 w DA-D, and Henderson to change facilities of KBUD from 1410 kc, 250 w D, to 1150 kc, 500 w D; made **WTAW College Station, Tex.**, and **KNED McAlister, Okla.**, parties to proceeding. Announced July 24.

KMAC, KISS (FM) San Antonio, Tex.—Is being advised that applications for renewal of licenses indicate necessity of hearing. Announced July 24.

KANN Sinton, Tex.—Is being advised that application for assignment of license and cp to **Howard W. Davis** indicates necessity of hearing. Announced July 24.

KLAN Renton, Wash.—Is being advised that application for assignment of license to **Mesabi Western Corp.** indicates necessity of hearing. Chairman John Doerfer and Comr. T. A. M. Craven dissented. Announced July 24.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through July 30

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,028	62	104	562
FM	524	28	93	61
TV (Commercial)	415[1]	93[2]	116	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through July 30

	VHF	UHF	TOTAL
COMMERCIAL	425	83	508[3]
NON-COMMERCIAL	26	7	33[4]

COMMERCIAL STATION BOXSCORE

As Reported by FCC through June 30

	AM	FM	TV
LICENSED (all on air)	3,218	526	418[1]
CPs ON AIR (new stations)	35	22	93[2]
CPs NOT ON AIR (new stations)	100	86	109
TOTAL AUTHORIZED STATIONS	3,353	634	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	412	39	52
APPLICATIONS FOR NEW STATIONS (in hearing)	124	18	73
TOTAL APPLICATIONS FOR NEW STATIONS	536	57	125
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	261	24	49
APPLICATIONS FOR MAJOR CHANGES (in hearing)	46	0	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	307	24	66
LICENSES DELETED	1	0	0
CPs DELETED	1	0	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Routine Roundup

By order, Commission amended Sec. 1.351 of rules to exempt frequencies 940 kc and 1550 kc from that section which requires that action be deferred on certain applications pending final action in daytime skywave proceedings in Docket 8333, effective Sept. 10. Announced July 28.

By order, Commission, on its own motion, removed the following 24 am broadcast applications from hearing docket to be held without further action pending decisions in clear channel or daytime skywave proceedings (Chairman John Doerfer dissented): **Herman Radner, Dearborn. Mich.; Fostoria Bcstg. Co., Fostoria, Ohio; Northern Ohio Bcstg. Co., Amherst, Ohio; LCB Inc., Lorain, Ohio; Lake Shore Bcstg. Co., Evanston, Ill.; Wolverine State Bcstg. Service Inc., Detroit, Mich.; Peninsula Newspapers Inc., Palo Alto, Calif.; Grosse Point Bcstg. Corp., Grosse Point, Mich.; Heart of Ohio Inc., Columbus, Ohio; American Bcstg. Co. Inc. (KGO), San Francisco, Calif.; Seminole Bcstg. Co., Wewoka, Okla.; Rock Creek Bcstg. Corp., Washington, D. C.; Lake States Bcstg. Co., Milwaukee, Wis.; Empire Bcstg. Co., Pomona, Calif.; General Electric Co.**—show cause order to **WGY Schenectady, N. Y.; Woodward Bcstg. Co., Detroit, Mich.; Radio Bcstg. Corp., Peru, Ill.; Northwestern Indiana Radio Co. Inc., Valparaiso, Ind.; Steel City Bcstg. Corp., Gary, Ind.; Cornbelt Bcstg. Co. (WHOW), Clinton, Ill.; The Heights Bcstg. Co., Cleveland, Ohio; KCMO Bcstg. Co. (KCMO), Kansas City, Mo.; Tampa Times Co. (WDAE), Tampa, Fla.**, and **West Side Radio, Tracy, Calif.** Announced July 24.

Southeastern Ohio Tele. System, Coshocton and **Cambridge, Ohio**—Granted cps for two new tv translator stations on chs. 71 and 80 to translate programs of **WHIZ-TV** (ch. 18) **Zanesville.** Announced July 24.

PETITION FOR RULE MAKING FILED

Fayetteville Broadcasters, Inc., WFLB-TV Fayetteville, North Carolina—Request allocation of ch. 8 to **Fayetteville, North Carolina**, as a commercial assignment by substituting ch. 13 for ch. 8 in **Florence, South Carolina**, and ch. 7 for ch. 13 as the educational reservation for **Charleston, South Carolina.** Further request the issuance of **WFLB-TV** of an order to show cause why its existing television permit should not be modified to specify ch. 8 rather than ch. 18 in **Fayetteville, North Carolina.** Announced July 25.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on July 23

Granted petition by **Charles R. Bramlett, Torrance, Calif.**, for dismissal without prejudce of his am application and retained in hearing status **Latin-American Bcstg. Corp., Monterey Park, Radio Orange County, Inc., Anaheim, and Anaheim-Fullerton Bcstg. Co., Inc.**, Anaheim-Fullerton, Calif. Action July 23.

By Hearing Examiner Jay A. Kyle on dates shown:

Hearing scheduled to reconvene on July 28 in proceeding on **Evansville Television, Inc.**, to show cause why its authorization for **WTVW Evansville, Ind.**, should not be modified to specify operation on ch. 31 in lieu of ch. 7, is continued to Oct. 14. Action July 24.

Denied motion by **Joseph M. Ripley, Inc., Jacksonville, Fla.**, for extension of time to Sept. 1 to file proposed findings of fact and conclusions in proceeding on its am application and that of **Dan Richardson, Orange Park, Fla.** Action July 25.

By Hearing Examiner Annie Neal Huntting on July 24

Granted petition by **Georgia-Florida Radio & Television Co. (WGOV)** for leave to file late appearance in proceeding on AM application of **James S. Rivers, Inc. (WJAZ) Albany, Ga.**

Continued on P. 103

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Successful salesman interested in increasing his income. Excellent income for qualified, ambitious worker. Permanent position in New Jersey. Write stating qualifications, and experience. Box 354F, BROADCASTING.

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California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Stale mate? Write your own salary as salesman-announcer. Guaranteed $400 start. You keep talent sales fifteen percent. Rush tape, photo, background KPRK, Livingston, Montana.

Salesman with considerable experience for top music and news station WEZY, Cocoa, Florida. Send complete resume.

Excellent opportunity for salesman-announcer with progressive organization. Top station in market. Good salary plus commission. Send details. Radio Station WRNB, New Bern, N. C.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

Negro dj—southerner only—religious or R&B—America's highest audience rated negro group. Picture, tape, letter Box 903E, BROADCASTING.

Piedmont indie needs two experienced announcers, 80 weekly. Tape, resume. Box 184F, BROADCASTING.

Announcer-first phone. Are you 26, married, tired of moving around, looking for a solid good paying position in the mid-west. Are you a good air salesman with voice authority who wants to start at $100.00 per week. Then we need each other. Send background, references, photo, tape to Box 196F, BROADCASTING.

Major midwest independent in one of top ten markets needs a top flight morning newsman, edit and air local news. Send resume and salary requirements. Box 296F, BROADCASTING.

Newsman with authoritative delivery and ability to father and write. Excellent salary and talent set-up. Six day week. Northeastern Ohio metropolitan market. Send photo, tape, resume first letter. Box 299F, BROADCASTING.

Girl, experienced staff announcer, Pauline Frederick voice quality and diction. Apply NBC Intermountain station, Box 331F, BROADCASTING.

Announcer-first phone—a wonderful opportunity for a young man looking for a good starting salary, plus permanent location—5000 watt South Georgia station. Box 345F, BROADCASTING.

Wisconsin lakeshore daytimer desires 1st ticket announcers. Box 351F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for lively paced disc jockey in established metropolitan midwest market. Experienced background necessary. Send tape and complete background. Box 356F, BROADCASTING.

Move up. Seasoned staff announcer wanted in September. News gathering and writing ability important but not primary duty at present. No top 40 deejay types. Northern Illinois kilowatt independent. Write age, education, marital status, experience in detail. Personal interview required. Box 187F, BROADCASTING.

Announcer for day shift, experienced in news, weather, music format, also color man for sports. Apply by letter. Do not send tape. Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

If you want to work for a 28 year old 5 kw, in a small community of 20,000 where the summertime and wintertime climate is ideal; if you believe in adult programming and will help us serve the community; if you can stand close scrutiny on credit and character; and if you're ready to settle down and be assured of security and a good future, contact Ken Kilmer, KFXD, Nampa, Idaho.

Combo man air salesman with first phone ticket, two years experience, married. Top flight, single station market, air and land mobile units, intercity phone line. Young, progressive management, here's the place you can express your own ability, no rock and roll operation. Start at $100 weekly, send tape, background, photo or if in area, call for personal interview. KHMO, Hannibal, Missouri, James F. Jae, Jr., Manager.

Have vacancy for qualified combination staff announcer and adult dj. No top 40 and no floaters. Good living conditions and excellent climate. Send snapshot and tape with news, commercials and dj work. Manager, KSWS, Roswell, New Mexico.

Have good job for good announcer. KWRT, Boonville, Missouri.

Immediate opening: #1 top 40 station in medium market. Production and promotion minded dj. Must be ambitious and after my job. Send everything with first reply. Bob Norris, WDVH, Gainesville, Florida.

Help! We're building the biggest and best news and music station on the Florida gold coast. Need 4 top-notch deejays, experienced, mature, imaginative. No kids, no beginners, no odd-balls. Send tape, photo, resume and minimum salary requirements in first letter. Immediate opening! Write Program Director, WFTL, Ft. Lauderdale, Florida.

Wanted: Capable, experienced, personable announcer. Will pay well for willing worker with cheerful disposition. Personal interview required, no collect phone calls. Contact, Ben Mayo, Program Director, WGAC, Augusta, Georgia. Phone PA 2-2692.

Experienced announcer-deejay wanted immediately! Top pay for right man! Music-news independent. We pay good, we want only good men! Paul Parker, WLAS, Jacksonville, N. C.

Experienced newsman for growing news operation covering four counties. Send resume and tape to WLNA, Peekskill, New York.

Experienced announcer-engineer, good in both capacities, is needed by the dominant station, 5,000 watt network affiliate, in prosperous gulf coast resort. We may take some time making up our minds, but we want a man who'll stay. Proper engineering background may qualify you for chief's position with commensurate pay. Send tape, photo, experience and references to E. L. Dukate, WPCF, Panama City, Florida.

Technical

Chief engineer for brand new directional daytimer in Pittsburgh area one of growing chain. All new equipment with excellent layout. Excellent salary and working conditions. No announcing required. Personal interview necessary. Box 180F, BROADCASTING.

Chief engineer single market southern network station using remote control. Inquiries confidential. Box 337F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Technical

Permanent opening for experienced chief engineer capable maintaining 250 watt am plus fm station. Unusually pleasant small Pennsylvania College city. Married, must like small city life. Ability handle limited announcing desirable but not essential. Full details, including earnings, photo, etc., to Box 360F, BROADCASTING.

Chief engineer . . . experienced only! Must do maintenance! Announcing helpful but not essential. Immediate opening. Paul Parker, WLAS, Jacksonville, N. C.

First phone engineer—no announcing, technical school graduate. Prefer married man. Union scale $85.50 start, escalator increases. Write Bernie Koval, Radio Station WPEO, Peoria, Ill.

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director. Unlimited opportunity. Immediate opening. Rush complete details. Box 802E, BROADCASTING.

Production director modern radio. Top indie, top ten market. Storz, Bartell, Plough, McLendon, or similar experience required. Fantastic opportunity. Rush tape. Box 114F, BROADCASTING.

News director. Pennsylvania five kilowatt needs hard hitting man to set up, maintain and manage local news department. Send resume, tape, salary expected to Box 281F, BROADCASTING.

Experienced newsman needed now for 10 kw station in northwest North Carolina. Emphasis on local news! Also some general announcing. Excellent opportunity for right man. Send tape, resume. Box 282F, BROADCASTING.

Attention RFD's. Had farm experience? Know farm accounts? Midwest high power station seeks man with farm-radio background. Free reign given for production of farm shows. 3 hours air time per day—own account list for selling. Be in good health—willing to work 8½ hour day. Good future in fine community. Send resume, reference, picture, tape. Box 301F, BROADCASTING.

$6000 per year for news director with know how to do a complete job. Established news minded station will provide the working tools, you provide the knowledge and interest. Full details to Box 318F, BROADCASTING.

Experienced girl Friday. Traffic, continuity, correspondence. Emphasis on copy. Minor air work. Start $50.60 44-hour week. KHAS Radio, Hastings, Nebraska.

Wanted for immediate opening. "Formula-Radio" program director. If you can write and produce production spot announcements. Take complete charge of personnel. "Sparkle" on the air. Contact: Verle Thomson/Vince Casey, KISD, Sioux Falls, South Dakota. Phone: 4-5571.

Have all news-gathering facilities, including mobile unit with plenty of gas. Need man with plenty of "go" and respectable amount of gall. Must dig local news and handle all news coverage. KVBC, 413½ West Main, Farmington, New Mexico. Attention Bob Houston.

News: Excellent opportunity for aggressive, experienced newscaster, reporter and editor. Number-1 rated station, with live, 24 hour, local news operation, using mobile units, tapes, etc. Salary commensurate with experience and ability. Confidential. Send full information, including when available, salary expected, small photo and audition tape, to Roger G. Berk, V.P., WAKR, Akron 20, Ohio.

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio, STerling 2-1145.

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SEATTLE WASH. Grantham School of Electronics, 408 Marion Street, Seattle 4, Washington

MAIL TO SCHOOL NEAREST YOU

(Mail in envelope or paste on postal card)

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Gentlemen:
Please send me your free booklet telling how I can get my commercial F.C.C. license quickly. I understand there is no obligation and no salesman will call.

Name_____ Age_____

Address_____

City_____ State_____

I am interested in: ☐ Home Study, ☐ Resident Classes

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Copywriter-girl Friday, immediately for busy music-news station. Right person can earn top pay! Experienced only! Paul Parker, WLAS, Jacksonville, N. C.

RADIO

Situations Wanted

Management

Desire permanent opportunity experienced all phases, presently sales management. Prompt confidential replies. Box 227F, BROADCASTING.

Manager: Currently managing top station in multiple station market. Prefer small to medium market station needing young, aggressive manager who will settle down and do a solid radio job. Box 236F, BROADCASTING.

Manager, midwest. Married, children, 35, sober. Ten years, all phases radio-tv, sales, announcing, management. Employed top station in 3 station market. Best references. Box 239F, BROADCASTING.

I offer you thirteen years experience as assistant manager, program director, newsman, salesman and announcer with proven record of top-flight management and production in 250 to 50 kilowatt stations. Presently employed by fine midwest station, but seeking greater responsibility and opportunity. Navy veteran, college, married with two children. Can be available after August 15th. Salary open, midwest-east only. Tape, photo and references available but desire personal interview. Box 246F, BROADCASTING.

Manager-chief engineer. 37 years old, 16 years in the business, married, 4 children. Desire position with small station in good market. At present manager-chief engineer, reason for leaving new ownership. Have made station in very tough competitive market, the most listened to station in the area. Available two weeks. Apply Box 252F, BROADCASTING.

Executive manager—having 24 years successful background as station owner-manager interested in discussing opportunity with progressive owners of station located in strong competitive market. Having recently sold interests in two radio stations, party has found retirement unbearable. Full information in first letter may result in further inspection. Box 295F, BROADCASTING.

Need a manager well-versed in management, programming, sales, promotion, announcing and personnel? I'm 29, married. Presently employed with NBC-TV outlet. Box 297F, BROADCASTING.

Successful radio manager in Florida desires new connection in Florida radio as manager. Box 323F, BROADCASTING.

Assistant manager-salesman-chief engineer: Experienced, sober, reliable. Seeking progressive station with bright future. Box 328F, BROADCASTING.

Management, operations, revenue expansion. Will consider special assignments. Thirty years experience. Box 329F, BROADCASTING.

Manager for small or medium market station. Twenty-five years in radio, 12 years in present job managing small market radio-tv combination. Best reasons for wanting change. $10,000 plus percentage. Box 366F, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 305F, BROADCASTING.

Announcers

Available top morning and dj personality with best background and proven performance, record of making friends and revenue. 13 years experience in radio and tv at top tough locations. Have tapes, will travel, prefer competitive markets east and midwest. Box 242F, BROADCASTING.

Announcer, experienced, Manhattan, anxious to return to midwest. Strong on news editing with high interest in light music—news—weather programming. Operate own board. Training at Northwestern University; CBS, New York. College graduate, English major; married; 28. Tapes and references available. Box 256F, BROADCASTING.

Personality-dj, imaginative, peppy, strong news, board. Radio graduate, tape. Box 266F, BROADCASTING.

Excellent radio-tv sports director with ten years experience. Top references. Desire permanency. TV news and production experience. Will sell sports programs. Box 268F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Good music station announcer with programming experience, single. 3 years background in this medium. Audition tape, photo and further particulars on request. Box 283F, BROADCASTING.

Announcer-newsman desires relocation. Presently working in radio. 4 years newspaper experience, college, broadcasting graduate. Experienced in continuity writing. Recently married, draft exempt and willing to travel. Box 298F, BROADCASTING.

Have toothbrush, will travel. Experienced announcer, dj, news, run board, sales. Tape on request. Box 300F, BROADCASTING.

Experienced sportscaster, announcer. Employed. Desires position at sports loving station. Box 302F, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 303F, BROADCASTING.

Girl dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 304F, BROADCASTING.

Announcer/engineer. Emphasis morning deejay, news. $100 forty hard hours. Box 307F, BROADCASTING.

Announcer-professional radio man, 10 years experience. Doesn't drink, drift, happily married. Excellent references. Experience all phases. Experience and references speak for themselves. All stations considered. Available immediately. Box 309F, BROADCASTING.

Attractive lady dj, announcer available. Experience, run own board, good news, strong commercials, prefer late hour show. Good references. Box 311F, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 313F, BROADCASTING.

Don't miss this! Smooth, relaxed (afternoon) radio personality now working 6th radio-tv market desires change. Was formerly program director. Long experience. Plenty of ideas, imagination. Was successful pop dj in 50 kw stations in two of top 6 markets with high, sustained ratings. Love to work with people, records, and microphone. The product is strictly professional. Prefer east. 50 kw or other progressive station only. Want to settle, provided earnings and work are satisfactory. Best agency and station references. Available immediately. Box 314F, BROADCASTING.

G.M.—your sports audience deserves top flight coverage. 9 years radio-tv experience, excellent play-by-play, competent commercial and staff, family, stable, reliable. Box 316F, BROADCASTING.

To a station offering integrity, adequate staff, record library, mature programming; available announcer-engineer, 1st phone, 5 years experience. Box 317F, BROADCASTING.

Do you want all the audience all the time? Well, try the next stand. Do you want a personality who appeals to an orphaned audience? Pitch your pennies here! Only large market stations need bother. Box 322F, BROADCASTING.

Looking for new pasture! Nine years experience sportscasting, baseball, football and basketball. Five years, same station. Former professional athlete. Complete resume and tapes available plus letters of recommendation. Sponsors, management and coaches approval. Personal interview, if necessary. Available September 10th. Permanent only. Married, two children. Box 325F, BROADCASTING.

Sportscaster-staff, 7 years experience. Strong play-by-play. College graduate, veteran. Desire relocate sports-staff connection, heavy sports station. Box 333F, BROADCASTING.

Announcer. Knows hard and soft selling, time selling and copywriting. Box 334F, BROADCASTING.

Excellent play-by-play. Currently in metropolitan area. Seeking permanent position with established organization. Strong on music, and all around staff. Four years experience. Box 335F, BROADCASTING.

Radio-television staff. Strong news-sports, human interest. College grad, major communications. Experienced, capable, serious, flexible. Draft deferred. Box 336F, BROADCASTING.

Sports-staff announcer—play-by-play, pd, 5 years experience, college graduate, 24, married, want permanence with sports minded organization, tv opportunity, finest references, employed. Box 338F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer-salesman desires to become working partner in small radio station in Wisconsin, Illinois or Iowa. Box 339F, BROADCASTING.

Experienced "pop" deejay. Newscaster, Now employed. Negro. No accent. Am not negro styled deejay. Box 341F, BROADCASTING.

Experienced news-sports director, 25, married, wishes permanent home. All news phases; play-by-play all sports. Excellent references. Box 343F, BROADCASTING.

Experienced announcer, desires position with an up-and-coming station. Tape. Box 344F, BROADCASTING.

Announcer, 27-family man. Eight years experience. Desires to move up. Box 348F, BROADCASTING.

Going top 40? Complete staff of dj's that are now operating top 40 format that has taken station from last to first in a half million market with seven stations, would like to talk to you. Reason: We got the rating but not the raise. Box 349F, BROADCASTING.

I'm available, again. Same old jazz (song and dance). Wow. Box 352F, BROADCASTING.

Staff announcer-newsman experienced. Currently employed, married, college background. Box 353F, BROADCASTING.

Production-minded dj capable of polished staff and news work. Musician ten years, veteran, some college, three years experience. $5200 minimum. Prefer Illinois-Missouri area, consider all. Box 355F, BROADCASTING.

Crack sports, newscaster, disc jockey interested career with good station. 29, family. Box 357F, BROADCASTING.

Versatile, young announcer. Experienced. Excellent voice. College graduate. Knows board. Box 361F, BROADCASTING.

Staff announcer—young, married, veteran. Good music and news. Short on experience—long on potential. Dependable, ambitious. Prefer east coast. Box 362F, BROADCASTING.

Man of America—looking for a place to rest. 3 years experience in all types of broadcasting. Box 363F, BROADCASTING.

Veteran dj with formula that appeals. Personal touch. Can do football. $110 weekly. Box 364F, BROADCASTING.

22. Single. Experienced. Grad. College August. Exempt. Tape, photo. 3rd. Box 367F, BROADCASTING.

Combo tyro. First phone. Ham. Writer. Choir singer. Mature. Some five kilowatt experience. Apprentice anywhere. Box 369F, BROADCASTING.

Announcer, experienced, sports, news. Best references, tape, available immediately. Box 374F, BROADCASTING.

First phone combo. College graduate. Mature voice, news, sober, conscientious and experienced. Complete information first letter please. Box 375F, BROADCASTING.

Announcer—22, married. Has everything except experience. Tape on request. George J. Donlin, 321 East 24th Street, New York 10, N. Y.

Florida: First-class announcer, 1st ticket, lousy engineer. No beep and squeak stations (I don't have to scare 'em first—they love listening to me), no 48 hour weeks. News and good music expert. Ray Dowell, R 2, Box 214, Gainesville, FR 2-2057.

Country disc jerk, first phone, 5 years experience, No. 1 in area. I need a job now fellers, tape. Ted Foster, 4208 N.E. 28th St., Fort Worth, Texas. Call TE 8-9460.

Experienced announcer-chief engineer contemplating move. Mature selling voice. Tape on request. Peter Grimes. Phone 1545-R. Marion, Illinois.

Had enough "you-all-south"! Ready to come back western states permanently. References. 7 years experience. Phone Marion 9-3954, Ocala, Florida, Hiram Henry.

Technical

Experienced engineer-announcer-sales. Box 376F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Technical

Attention Texas stations. Matured experienced chief engineer, native Texan desires to return home. Over twenty years experience in planning, construction, operations, maintenance. Good working conditions with livable salary. No combo work. Box 324F, BROADCASTING.

1st phone operator, now working as chief engineer. Experienced in all am studio transmitter maintenance. Desire chief engineer at small station. Will consider any opening. William Gabbert, Box 3099, Little Rock, Arkansas.

Production-Programming, Others

Female—beginner in radio field wishes start in either announcing, continuity, copywriting, etc. Hard working, dependable. Box 326F, BROADCASTING.

Experienced traffic gal—7 years radio and tv, seeking permanent position in larger city. For full information write Box 327F, BROADCASTING.

Copywriter-producer, 11 years experience agency-radio. Top man in leading eastern market. Desire relocate west coast. Resume. Box 370F, BROADCASTING.

TELEVISION

Help Wanted

Sales

Top flight sales manager, opportunity with well established NBC midwest television station for a man who feels he can make $10,000 and more on a 600 per month base and commission arrangement. Excellent opportunity in a market with nearly 400,000 tv homes. Start about September 1st. Must be experienced and energetic. Prefer married man. Write giving complete details to Box 178F, BROADCASTING.

Productive salesman, real opportunity for solid man in nation's 46th market, 300,000 pop, in Texas. Good base and commission. Send resume and photo to Box 253F, BROADCASTING.

Al: Stop stealing Broadcasting from promotion department rack! Box 350F, BROADCASTING.

Wanted—Experienced local tv time salesman by midwest station. Commission, good guarantee, and choice list of local accounts. Send complete resume including experience, sales record, personal history and recent photo to Box 371F, BROADCASTING.

Experienced tv salesman wanted for New York state, NBC affiliate. On air accounts to start. Excellent base plus commission. Write giving full resume to Box 372F, BROADCASTING.

Television sales. Top-rated California vhf network affiliate has immediate opening for aggressive salesman interested in improving income and future. Send complete resume including experience, sales record, personal history and recent photo to Jon Kelly, Sls. Mgr., KCRA-TV, Sacramento, Calif., or call Gilbert 1-4631.

Commercial manager. Want an experienced man with ability and character to assume full responsibility of sales department with staff competent local and regional salesmen. Department well staffed. You must have good knowledge of and experience in national market over 400,000 television homes. A top quality station. Splendid working and living conditions in city of 120,000. Excellent remuneration and growth possibilities. CBS basic station, Channel 2 for 9 years. Write detailed letter about yourself and family. Send photo and references. Interview will be arranged for most suitable applicants. Write General Manager, WFMY-TV, Greensboro, N. C.

Wanted—A reliable salesman with ambition to make money. Television or radio sales experience necessary. You will like our operation, our city, and the financial opportunity we will offer you. Let's talk it over. Write today to J. M. Pennock, Sales Manager, WLEX-TV, Lexington, Kentucky.

Technical

Urgently needed: Experienced tv equipment design engineers. Excellent midwest location. Box 346F, BROADCASTING.

Staff opening for one first-class engineer. Prefer operating and maintenance experience on RCA TT25BH tv transmitter. Box 209F, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

Engineer needed effective September 1, 1958, by full power vhf in major southern market. Starting salary up to $105.00 per week, depending on experience. Please furnish details including photograph and references, in first letter. Box 315F, BROADCASTING.

Need chief engineer and assistant engineer for midwest tv stations. Box 347F, BROADCASTING.

TV transmitter engineer. Permanent job in the southwest. Would consider hard working radio engineer who wants to learn television. Send details to Box 273F, BROADCASTING.

Engineers for studio, transmitter or remote unit. Full power, well equipped educational vhf midsouth. Box 358F, BROADCASTING.

Production-Programming, Others

We need a production manager with vitality, imagination, and creative ability. Excellent working conditions. Good salary. A successful network affiliate in a medium sized mid-western city. This man must be able to train staff in directing, projection and all phases of television station production. If you are looking for an opportunity to grow, to give expression to your ideas, are willing to work hard, send complete details, resume and picture to Box 177F, BROADCASTING.

If you are an experienced tv production-promotion man with ambition and fresh ideas and want to get back into the Ohio area, write Box 340F, BROADCASTING, giving resume, picture and expected salary.

TELEVISION

Situations Wanted

Announcers

Announcer—8 years radio, 4 years tv—all phases. Married, non-drinker, no drifter. Anywhere east of Mississippi. Finest of references. Excel on spot master ceremonies and interview. Only progressive stations considered. Excellent work ad lib on camera. Available immediately. Box 310F, BROADCASTING.

9 years radio, 2 years tv. All phases radio, including sales. Weather, sports, commercials, directing tv. Desire announcing larger market. $125 start. Conscientious family man. Box 373F, BROADCASTING.

Radio background. Some tv announcer-newscaster-director experience. Available immediately. Roy Mergner, 127 Ramsey Avenue, Keansburg, New Jersey.

Technical

1st phone technician desires cameraman work in tv station. Electronic graduate. Available immediately. Age 28. Howard Salzman, 3217 Balmoral, Chicago, Illinois.

First phone, vet, married, steady, want to relocate, tv workshop graduate with no experience but anxious to learn. Complete resume on request. Robert Walcher, 34 Spruce St., Cedarhurst, N. Y.

Production-Programming, Others

Traffic-continuity director wishes to relocate in the west. Experienced copywriting, preparation daily logs and all phases traffic-continuity. Presently employed, college, best references. Box 257F, BROADCASTING.

Producer-director. Creative, mature, stable. 4½ years commercial experience. Expert in low budget, high quality operations. Excellent references. Family. Box 312F, BROADCASTING.

SRT-tv graduate. Single, with music background, wishes position of music librarian. Will double as cameraman. Box 330F, BROADCASTING.

Program man, 2 years experience assisting program director of network film subsidiary. Desires challenging position. Willing to relocate. Box 332F, BROADCASTING.

Producer-director and public service and educational director for midwest commercial tv station, program director for educational radio and tv operations, radio sales and agency experience, college instructor, good educational background, community theatre experience, talented in production and directing. Seeks position in program planning, production and/or directing where interest and emphasis are uppermost regarding effective "live" television whether a minute commercial or full hour dramatic show. Now employed. References. Box 359F. BROADCASTING.

Anxious to begin directing career. University Wisconsin graduate, radio-television major, advertising minor. Extensive WHA-TV training. Northwestern University-NBC Television Institute. Go anywhere do anything. Jim Young, Pleasant Street, Portage, Wisconsin.

FOR SALE

Stations

Managing partner wanted for superior, med-mkt, Colorado indie, top growth area and climate, sound investment requires $25,000 down, balance on good terms. Only responsible, producing managers of proven ability seeking lifetime opportunity need apply. Owner expanding other radio. All replies answered. Box 228F, BROADCASTING.

Oregon, quarter-kilowatt $110,000.00. 29% down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Waiting buyers, listings wanted. Hollingsworth Co., Inc., "Guess The Lucky Secret Word." Program. 514 Hempstead Ave. W. Hempstead, N. Y.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Nevada, kilowatt fulltime active market. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Southern California quarter-kilowatt $50,000. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Equipment

RCA 250G transmitter. Equipment operating trouble-free at time of routine replacement. Make good auxiliary. Box 208F, BROADCASTING.

TV or radio tower—600', now standing. Sold as is or on the ground. Box 306F, BROADCASTING.

One each RCA 33A-33B jack panels. Never used, bargain $90.00. Other broadcast materials available. Box 321F, BROADCASTING.

Western Electric 23C console available September 1. Has two spare turntable pre-amps which modifies for hi-fi. Ideal for control room or recording in broadcast station. $600. F.O.B. WACE, Chicopee, Massachusetts.

FM 1 kw GE, amplifier, little used, good condition, GE transmitter console. Best offer. Contact Manager, WLNA, Peekskill, N.Y.

1 kw Gates BC-1J transmitter like new—remote controlled and antenna coupler, value new $4532.00—sell for $3500.00 cash—FOB, Little Rock—going 5 kw. Write John McLendon Associates, 509 Lamar Building, Jackson, Miss.

Channel 10 RCA TT5A transmitter with tubes. Also 6-bay antenna. P.O. Box 451, Shreveport, La.

204' self supporting Ideco tower. Dismantled, painted. Consider all offers. Box 748, Rapid City, South Dakota.

Western Electric 1-C frequency monitor, $150.00. Western Electric 2-A phase monitor, $150.00. General Radio 731-A modulation monitor $50.00. Each complete with tubes. All in good working order. Excellent chance for a new operation to save money. Technical Director, KXYZ, Houston, CApitol 2-6151.

FOR SALE—(Cont'd)

Equipment

Limited quantities of the following new equipment are available from Collins Radio Company, Special Sales Department, Box 1548, Cedar Rapids, Iowa. Turntable chassis. Presto. 10-B $150.00. Floor cabinet. Presto. CC5. $50.00. 3-speed turntable W/Hyst. motor. Presto. T68H. $125.00. 3-speed turntable W/Shaded pole motor. Presto. T68. $70.00. Turntable less cabinet. RCA. BQ-2A. $185.00. 2-speed turntable. Presto. 62A. $250.00. 2-speed turntable. Presto 64A. $150.00.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also am monitor service. Nationwide unsolicited testimonials praise our products and one day service. Eidson Electronic Co., PR 3-3901, Temple, Texas.

196 foot self-supported Ideco triangular tower with or without 6 bay Western Electric clover leaf fm antenna and approximately 400 ft. type 452 Andrew 3⅛" transmission line. Tower now in place on building. Also, 231 foot Truscon triangular self-supporting tower with A-3 lighting and base insulators, disassembled and ready for immediate shipment. Also, Western Electric 25B console in excellent shape. Glenn Callison, Dir. of Eng. the McLendon Stations, 2104 Jackson St., Dallas, Texas.

Weather warning receivers for Conelrad and Disaster Weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

500 ft. self supporting Ideco lighted tower with 75 ft. 8 bay Federal squair loop fm antenna 1250 ft. three and one-eighth in. 51½ ohm. Transmission line like new will sell cheap all or part. J. D. Williams, Box 3213, San Antonio 11, Texas. WA 2-5661.

1 kw Western Electric am transmitter now in use available soon. Bargain $1,500. Very easy terms, low down payment. W. A. Wynne, Rocky Mount, N.C.

WANTED TO BUY

Stations

Want to buy small station in Houston area. Your reply confidential. Box 207F, BROADCASTING.

Experienced radio man desires to lease Florida radio station with option to buy. Write in confidence. Box 216F, BROADCASTING.

Having trouble, will lease-manage your station. Ten years radio, qualified experience, former manager. Sober family man. Midwest. Box 240F, BROADCASTING.

Distressed station: Two announcers will buy or lease small operation. Small down a must. Box 319F, BROADCASTING.

Substantial principals seek additional radio stations in small-to-large markets in New England, middle Atlantic states or adjoining areas. Minimum gross 100M. No brokers. Full details to

Established station owner metropolitan Chicago area is interested in acquiring an additional radio station. Responsible principals or representative may submit replies in strict mutual confidence. Call or write Angus D. Pfaff, Station WNMP, Evanston, Illinois.

WANTED TO BUY

Equipment

Wanted to buy used portable field intensity meter, must be in excellent condition. Box 342F, BROADCASTING.

Wanted: Used fm frequency and modulation monitor also 500 feet used one and five eights inch concentric line. Write or call W. H. Torrey, KGNC, Amarillo, Texas.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting September 3, October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. 1029-30 Equitable Building Hollywood and Vine. Printers of personalized Bingo game sheets for radio and television programs. We also print in colors, a patented and copyrighted Bingo game called Kardo in 3000 game sheet series, which has playing card symbols instead of just numbers, permitting not only the playing of Bingo, but any Poker card hands etc., the announcer may call for. Prices are $3.00 per 1000 game sheets imprinted with your art copy. Terms one-third with order on your letterhead, balance on delivery of three weeks. Shipped F.O.B. Hollywood. (Game sheets have I.B.M. control systems). Write P. O. Box 1871, Hollywood 28, Calif. Tel. Hollywood 4-0141.

RADIO

Help Wanted

Announcers

TOP AIR PERSONALITY

to really start living in Portland, Oregon-God's Country

Lush greenery everywhere . . . temperate good-to-be-alive climate. Mountains, lakes, rivers, seashore all within 100 miles. Make your life a continual vacation in Portland. Only if you are a proven success — send tape and background to:

John Eichhorn KGW Radio
Portland, Oregon

OPPORTUNITY — ARE YOU HE

Someone under 50 (younger the better) wanting unheard of opportunity to become financially independent. Must have a proven sales record, willing to work for peanuts at start, wife and family willing to be neglected for a year. Someone capable for commercial manager (no desk type) and later assuming all the headaches of full control of expanding midwestern radio station in ½ million metropolitan market. Primary coverage over 1 million, market over 5 billion. If there is such a person, will *give* up to 50% interest (depending upon results) after specified time. Station should net $100,000.00 per year. This is a deal where results will count. Market and frequency will surprise you. There is no reason for not becoming No. 2 in market. Owners too old for headaches, want to enjoy hunting, fishing and Florida sunshine. If there is such a man willing to gamble his ability (we doubt it) this is an unbelievable opportunity. This ad will appear only twice. If this unique man has not been located within 30 days will accept one of many offers to sell. All replies held in strict confidence. No investigation until after personal interview and then only with consent. Send record, picture, etc., and letter from wife expressing her views. PLEASE—Drunks, women chasers, etc., don't reply, you are only wasting your time.

Box 271F, BROADCASTING

November 1st, will need a sharp announcer who can do music shows and newscasts well. Part day—part night. Growing station group in growing town. Send tape showing range of ability with music shows and newscasting; letter of application; and recent picture.

KWTX Radio
Waco, Texas

TELEVISION

Help Wanted

Sales

WE NEED A SALESMAN!

VHF station, maximum power, maximum tower, in Southeastern State. Can guarantee $9,000.00 to good local salesman. Write

Box 308F, BROADCASTING

Announcers

EXPERIENCED TV-AM ANNOUNCER WANTED

With a market of over one and one-quarter million people, we can afford top pay plus profit sharing for the right man. Very limited live work. Send tape, complete information first contact to Manager, KVOS-TV, Bellingham, Washington.

Production-Programming, Others

PROMOTION MAN WANTED

Job requires experienced man. Must be able to prepare hard sell radio sales presentations, make up and execute special promotions, handle a $100,000 per year budget. Combination radio-tv Promotion Director with salary on qualifications plus share in profits.

Send complete information and expected salary range to Manager, KVOS-TV, Bellingham, Washington.

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS APPRAISALS MANAGEMENT FINANCING

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W. Washington 7, D. C.

Equipment

TAPE RECORDERS

All Professional Makes New—Used—Trades Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.

4401 W. North Avenue Milwaukee 8, Wisc. Uptown 1-8150 TWX: MI-193

America's Tape Recorder Specialists

FOR THE RECORD CONTINUED

By Chief Hearing Examiner James D. Cunningham on dates shown:

Scheduled hearings in following proceedings on dates shown: am applications of **Bay Area Electronic Assoc.** and **Sonoma County Bcstrs., Santa Rosa, Calif.**, on Oct. 16; Ed. fm applications of **Pacifica Foundation, Pasadena, Calif.**, and **University of Judaism, Los Angeles, Calif.**, on Oct. 20; fm applications of **Newark Bcstg. Corp., Newark, N. J.**, and **WMGM Bcstg. Corp., New York, N. Y.**, on Oct. 21, in matter of revocation of license of **Darwin Bcstg. Co. (KHCD), Clifton, Ariz.**, on Oct. 7; fm applications of **Falcon Bcstg. Co., Vernon, Calif.**, and **Sierra Madre Bcstg. Co., Sierra Madre, Calif.**, on Oct. 16. Actions July 28.

By Hearing Examiner Herbert Sharfman on July 28

Issued Memorandum of Ruling in proceeding on am applications of **West Shore Bcstg. Co., Beacon, N. Y.**, and **The Westport Bcstg. Co., Westport, Conn.**, indicating that motion for leave to amend its application by **The Westport Bcstg. Co.** was granted as will appear from the transcript of hearing held July 25.

By Hearing Examiner Annie Neal Huntting on July 28

Scheduled prehearing conference for Sept. 15 at 2 p.m., on fm applications of **Arnold J. Stone** and **Patrick Henry** and **David D. Larsen, Alameda, Calif.**

By Hearing Examiner Basil P. Cooper on July 25

Granted petition by **St. Anthony Television Corp.**, for leave to amend its application for cp for new tv station to operate on ch. 11 in **Houma, La.**, to decrease the antenna height from 1,049 ft. now specified to 765 ft. above ground level, and 772 ft. above mean sea level.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of July 25

WFLR Dundee, N. Y.—Granted assignment of license to **Henry Valent** tr/under same name.

WGBF Evansville, Ind.—Granted acquisition of positive control by **Henry B. Walker, et al.**, as a family group through retirement of stock by **Curtis Radiocasting Corp.**

WFHR Wisconsin Rapids, Wis.—Granted cp to install a new trans.

KMOX-TV St. Louis.—Granted mod. of cp to change type trans. install new ant. system and make other equipment changes.

Actions of July 24

KIFI Idaho Falls, Idaho—Granted license covering change of facilities installation of new trans. changes in ant. system and change ant.-trans. location.

National Bcstg. Co., Inc. New York, N. Y.—Granted authority to locate, maintain or use studio and apparatus for purpose of producing television programs to be transmitted or delivered to various **Canadian** stations; grant is without prejudice to such action as the Commission may deem warranted as the result of its final determinations (1) with respect to the conclusions and recommendations set forth in Report of the Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by the Commission; (3) with respect to pending anti-trust matters against NBC and RCA.

WPNX Columbus, Ga.—Granted license covering increase in daytime power and installation of a new trans.

WBUD Trenton, N. J.—Granted license covering installation of new trans. at main trans. site as auxiliary trans. daytime and alternate main trans. nighttime.

WINE Kenmore, N. Y.—Granted license covering installation of a new trans.

KOOK Billings, Mont.—Granted license covering changes in DA pattern.

WHAS Louisville, Ky.—Granted mod. of license to change studio location; remote control permitted.

WXIX (Main trans. and ant.) Milwaukee, Wis.—Granted cp to change ERP to vis. 100 kw, aur. 55 kw, make changes in ant. system and overall height above ground (530 ft.).

WRCV-TV Philadelphia, Pa.—Granted cp to install auxiliary ant. near the main trans. site; grant is without prejudice to such action as Commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendations set forth in Report of the Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by Commission; and (3) with respect to pending anti-trust matters against NBC and RCA.

KITE San Antonio, Tex.—Granted cp to change auxiliary trans. location to present main trans. location.

KDPS Des Moines, Iowa—Granted cp to decrease ERP to 1.4 kw, ant. height of 24 ft., change ant.-trans. and studio location.

WHUN Huntingdon, Pa.—Granted cp to change ant.-trans. location and make changes in ground system.

WSJG (FM) Miami, Fla.—Granted mod. of cp to increase ERP to 56 kw; and change type trans.; ant. 460 ft., condition.

KFMM (FM) Tucson, Ariz.—Granted mod. of cp to change type ant. decrease ERP to 7.2 kw and change height to minus 24 ft.; remote control permitted.

KCIX-TV Nampa, Idaho—Granted mod. of cp to change ERP to vis. 8.32 kw, aur. 4.17 kw, install new trans. change type ant. other equipment, and antenna height to 340 ft.

KFDA-TV Amarillo, Texas—Granted mod. of cp to change ERP to vis. 316 kw, aur 158 kw, make other equipment changes; antenna 800 ft.

The following were granted extensions of completion dates as shown: **WLOV Cranston, R. I.**, to 1-20-59; **KBAS-TV Ephrata, Wash.**, to 1-27-59; **WJCT Jacksonville, Fla.**, to 9-27; **WJMR-TV New Orleans, La.**, to 2-2-59; **KEVE Golden Valley, Minn.**, to 10-31; **WFSU-FM Tallahasse, Fla.**, to 10-9; **KFMX San Diego, Calif.**, to 12-31; **WSJG (FM) Miami, Fla.**, to 11-27; **WFKB Key West, Fla.** to 10-31.

Actions of July 23

KYA San Francisco, Calif.—Remote control permitted.

WDOK-FM Cleveland, Ohio—Granted license covering increase in ERP to 31 kw and add Westinghouse FM-10 kw amplifier to visting Westinghouse FM3.

WDHF Chicago, Ill.—Granted cp to replace expired permit (as mod., for new fm station).

WNDR Syracuse, N. Y.—Granted cp to install a new transmitter as auxiliary trans. at main trans. site.

WCAY Cayce, S. C.—Granted mod. of cp to change type trans.; remote control permitted.

Actions of July 22

WPHB-FM Philipsburg, Pa.—Granted request for cancellation of license (granted July 14, 1958 but not issued) and deletion of call letters.

KIKO Miami, Ariz.—Granted license for am station and specify type trans.

KZOL Muleshoe, Texas—Granted license for am station.

WERE Cleveland, Ohio—Granted cp to install new main trans.; and cp to install presently licensed main trans. as auxiliary trans. at main trans. site.

KMBC Kansas City, Mo.—Granted cp to install new main trans. and cp to install new auxiliary trans. at main trans. site.

WLEU Erie, Pa.—Granted cp to install new type trans. as auxiliary trans. at main trans. site.

KLYN Amarillo, Texas—Granted cp to replace expired cp for increase in daytime power from 1 kw to 5 kw, install new trans. and make changes in DA (DA-1 to DA-2).

WKRK Murphy, N. C.—Granted mod. of cp for approval of new photographs and new ground plat.

Actions of July 21

WESR Tasley, Va.—Granted assignment of license to **The Accomack-Northampton Bcstg. Co. Inc.**

WNGO-AM-FM Mayfield, Ky.—Granted transfer of control from **Charles W. Stratton, H. D.** and **Mose Bohn** to **Graves County Bcstg. Co.**

WRAW Reading, Pa.—Granted acquisition of negative control by each: **James Hale Steinman Foundation** and **John Frederick Steinman Foundation** through transfer of stock to each by **James Hale Steinman** and **John Frederick Steinman.**

KFEQ St. Joseph, Mo.—Granted request to cancel license for aux. trans.

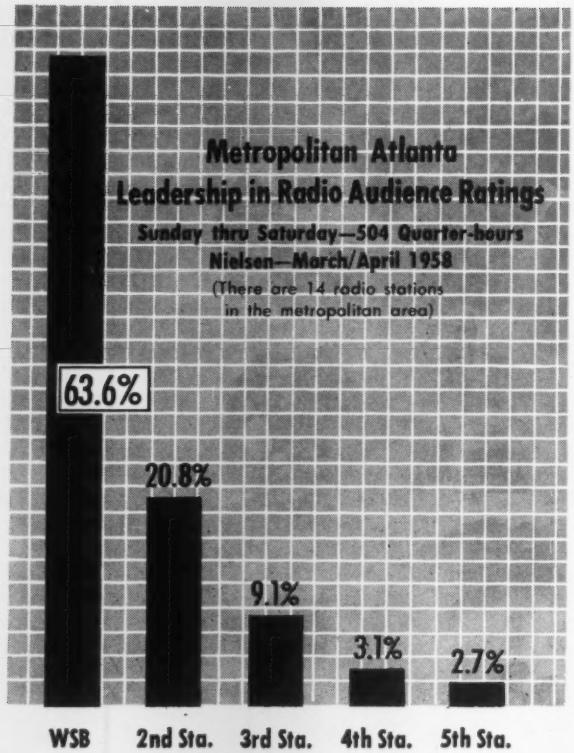
KBIQ Los Angeles, Calif.—Granted authority to remain silent for period ending Sept. 30—re failure in final stage of trans.

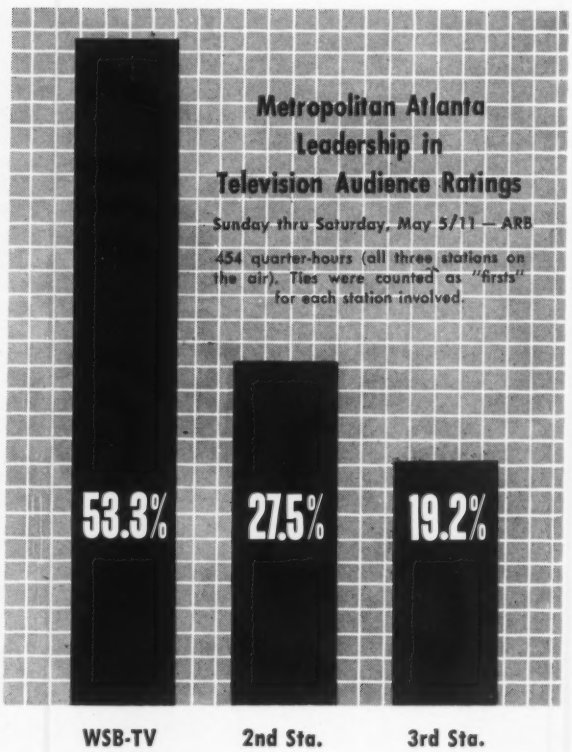
WBRK Pittsfield, Mass.—Granted mod. of cp to change type trans.

License Renewals

Following stations were granted renewal of license: **WAEW Crossville, Tenn.**; **WATE Knoxville, Tenn.**; **WAWK Kendallville, Ind.**; **WBAT Marion, Ind.**; **WBTO Linton, Ind.**; **WCBL Benton, Ky.**; **WDOC Prestonsburg, Ky.**; **WDXL Lexington, Tenn.**; **WEKY Richmond, Ky.**; **WEPG South Pittsburg, Tenn.**; **WFKY Frankfort, Ky.**; **WFMS Indianapolis, Ind.**; **WFTG London, Ky.**; **WFWL Camden, Tenn.**; **WGBF Evansville, Ind.**; **WHAL Shelbyville, Tenn.**; **WHIN Gallatin, Tenn.**; **WJJM Lewisburg, Tenn.**; **WKBJ Milan, Tenn.**; **WKIC Hazard, Ky.**; **WKLX Paris, Ky.**; **WLAF La Follette, Tenn.**; **WLAP-AM-FM Lexington, Ky.**; **WLIL Lenoir City, Tenn.**; **WMLF Pineville, Ky.**; **WMST Mount Sterling, Ky.**; **WORM Savannah, Tenn.**; **WORX WORX-FM Madison, Ind.**; **WTCR Ashland, Ky.**; **WTJS-FM Jackson, Tenn.**; **WTRB Ripley, Tenn.**; **WVJS-AM-FM Owensboro, Ky.**; **WWCA Gary, Ind.**; **WWKY Winchester, Ky.**; **WXLW Indianapolis, Ind.**; **WZYX Cowan, Tenn.**; **WPSR Evansville, Ind.**; **WSKS Wabash, Ind.**; **WPTV (TV) Roanoke, Ind.**; **WRGP-TV Chattanooga, Tenn.**; **KVIM New Iberia, La.**; **KMAR Winnsboro, La.**; **WBBF Rochester, N. Y.**; **WKXV Knoxville, Tenn.**; **WGH Newport News, Va.**

Here is how WSB Radio and WSB-TV dominate their fields in Atlanta





AN ADVERTISER'S CHOICE of stations in Atlanta can make a sizable difference in his sales results. These charts show why. In few cities of the nation do you see so marked a degree of consumer preference. This massive preference for WSB Radio and WSB Television is built on a record of superior local programming, better news service and staff work of high professional quality. Certainly your advertising in Atlanta belongs on the WSB stations.

WSB RADIO / WSB-TV

Affiliated with The Atlanta Journal and Constitution. NBC
Represented by Edward Petry & Company

MONDAY MEMO

from **NELSON CARTER,** *vice president, Foote, Cone & Belding, Los Angeles*

Creativity rides free and high in adlands 'Somewhere West of Laramie'

Somewhere West of Laramie—the headline of Ned Jordan's classic advertisement 30 years ago—was for a sports car. His text suggested that the Jordan Playboy properly belonged somewhere out West where there was a spirit of excitement and freedom, a wind-in-the-hair enjoyment of working and living. It might equally well be applied to advertising in the West, as it has developed today.

Those who attended the Advertising Assn. of the West convention in Vancouver this summer will testify to this after seeing the winners presented from hundreds of advertising entries in the Craft Competition. They represented the judges' selection of the best in business publications, consumer magazines, farm papers, outdoor and transit, on radio and tv. They included black-and-white and color newspaper awards, both retail and national advertising.

All of them, whether from big cities or small, from major advertisers or local retail stores, were professionally and expertly done. They made their sales point clearly, quickly and with believability. But what characterized them all was a freshness of approach, evidence of an almost rugged determination not to imitate others, to break away from some of the old formulas, to create something genuinely new.

This observer was impressed. It seems that advertising in the West has not only rapidly come of age but is also evidencing much of the same fresh and creative approach to its work that has long been the distinction of western fashions, furniture, arts, architecture, distribution and entertainment.

The wide-open spaces seem to encourage less in-breeding and imitation. There is an eagerness to experiment. The results may not always be successful but, at least, the spirit is willing.

The dimensions of Western advertising are growing with the population. People in the 11 Western states are increasing at twice the national rate. Western advertising volume has been jumping ahead of national figures at an even greater pace, up some 450% in the past ten years. The number of million dollar budgets in the West has increased four time in that same period.

Recognition of the area's present and future potential is demonstrated by the regional offices opened by the larger eastern agencies in recent years. Of the 32 largest New York and Chicago agencies, more than a third of their branches are now in the West. They are participating in this boom along with agencies whose headquarters are here. The number of western-owned agencies who have seen their billings climb over the $5 million mark is up six times over the select group of just five years ago.

However, these are figures only symptomatic of growing opportunities in a fast-growing land. More important, it would seem, is the quality of the work being turned out some 3,000 miles from Madison Avenue.

Old-timers will recall that the West has long pioneered in fresh ideas. It introduced the idea of community advertising, led by the All-Year Club of Southern California; grower cooperative marketing and advertising; new techniques in food advertising as well as the popularization of self-service and the supermarket; big shopping centers; aircraft advertising that sold seats rather than planes; modern service stations; new concepts in fashion advertising—to say nothing of the merchandising and marketing activities associated with outdoor living and leisure time.

Going back to the old days of radio, you could cite Carleton Morse's *One Man's Family* and *I Love a Mystery; Calling All Cars,* the grand-daddy of *Dragnet* and all the rest; the *Shell Chateau, Hollywood Hotel,* and *Maxwell House Showboat; Breakfast in Hollywood* (the forerunner of *Queen for a Day*); Crosby and Hope; and the many productions of Raymond Morgan and C. P. McGregor. You could continue for days about the shows and personalities that originated in the West.

In tv, much of the same fresh and creative thinking has been applied. Because it is of more recent times, the contributions are easier to recall. Nor is it simply a matter of entertainment. In the field of tv commercials, highly original work is going into the production of the spots that are now created and animated in abundance on the West Coast for clients all over the United States. The "Burgie Beer" ID's, the notable Jello spots, and the Armour Chiffon commercials are typical. It was one of the last named that won top prize at the Cannes International Film Festival.

Everyone, even the local advertisers, get in on the creative act. Radio spots ordered for car dealers, discount houses and drug stores in Southern California show a lively ingenuity and are frequently copied across the country.

These are just a few of the many examples that could be racked up in support of the premise that western advertising is not only budding out in all directions but is also blooming with fresh, new ideas. It is a good thing, too, because it would seem that this industry of ours could stand a good measure of it. Because big cakes worked for Pillsbury, big heads for Marlboro, and an eye-patch for Hathaway is no guarantee that big food, big heads, and eye-patch gimmicks are a short-cut to success, as probably the many imitators have found out.

There has never been and never will be any substitute for original thinking and creative work in this business. It doesn't come about by imitating the campaign down the street that everyone in the business is talking about; nor can it come from slavish adherence to worn-out formulas. It flourishes best in an atmosphere of freedom and enthusiasm.

Out in the West, there happens to be a considerable amount of both. Maybe that is one reason why those winning advertisements displayed at the Advertising Assn. of the West convention looked so good.

Nelson Carter, b. July 5, 1908, Long Beach, Calif. A.B., Stanford U., 1930, M.A. 1931. Started career with Beaumont Hohman Adv. Agency, San Francisco; successively managed this agency's Omaha, Chicago and Los Angeles offices. Joined Foote, Cone & Belding in 1939; named v.p.-general manager of L.A. office, 1958. President, L.A. Adv. Club, 1955-56. Current president, Adv. Assn. of the West. Sports: Tennis and fishing.

Stand-by Censorship

CENSORSHIP is an ugly practice which becomes only slightly more attractive when accepted voluntarily in time of war.

Yet for all its ugliness, censorship is an indispensable weapon. In World War II it functioned, with considerable success, as a basic element of the war effort. If World War III were to come about, censorship would be invoked again—assuming there was something left to censor.

The voluntary code of censorship which is published in this issue has been designed, as much as any code of its kind can be, as an instrument of the missile age. It could and should be put into effect immediately in the event of a serious attack against the United States.

But what about the application of the code in less catastrophic circumstances? How big a war must it be, and how near, to justify the imposition of the kind of censorship described in the voluntary code? This question, we suggest, deserves serious attention. As far as we can determine, it has not been resolved.

Now that a stand-by code has been drafted and apparently approved by the White House and defense establishment, the next step must be the drafting of possible circumstances for its use. In this the government needs advice. Responsible leaders of broadcasting and publishing ought to seek agreement among themselves as to the kinds of national peril that would make censorship necessary.

The President would then have a sensible guide in considering a decision to invoke censorship. For such a decision he needs guidance, prepared in advance, by the people in the best position to equate the national safety with the suspension of constitutional liberties—the men who operate journalism in the U. S.

Your Own Backyard

THERE'S considerable to-do these days about local audience promotion. The methods used to increase share of audience may vary, but the objective is always the same.

In some markets stations have gone to extremes in their special promotions, particularly during rating weeks. Giveaways are boosted and, on tv, the best in films are shown. Usually, newspaper lineage is increased to promote audience for the shows being promoted. It has become a windfall for newspapers, who otherwise compete vigorously against radio and television for the same advertising dollar.

Two major market television stations—WTVJ Miami and KMTV Omaha—report they have found that the use of their own medium brings spectacular results. Both reported increases in their share of audience without resorting to the usual practices. WTVJ not only used its own station (without program loading) but also bought spot schedules on two Miami radio stations. KMTV has cut out all special rating week newspaper ads and stepped up on-the-air promotion.

It may not work everywhere, but here's tangible proof that merchandising on one's own medium pays off. And isn't that precisely what broadcasters peddle to their prospects?

Uplift Follows Oversight

IF legislation drafted by the House Legislative Oversight Committee is enacted (and there's little reason to believe it won't be), the FCC must adopt a code of ethics contrived to forestall future attempts to influence its decisions. The code would spell out standards of conduct by members, staff and persons doing business with the Commission. It would be a model for all other administrative agencies.

The legislation is the outgrowth of the influence-peddling inquiry conducted by the Oversight Committee which left the FCC in such bad odor—until the headlines were grabbed by the Adams-Goldfine mess. Its goal is to restore public confidence in government.

Certainly no harm can come of it. The question is whether it will do any good. Among other things, FCC members would be deprived of the right to collect honorariums for articles and speeches—a right written into the Communications Act but not applicable to other agencies. Another provision would give the President authority to remove a commissioner for neglect of duty or malfeasance in office.

The bill would thwart attempts to influence FCC decisions by requiring that all *ex parte* contacts, whether by members of Congress, the executive branch or applicants, be made part of the public record, for all to see. But it would not preclude Congressmen or others from checking on the status of cases. And there's the rub.

It isn't necessary for an official, whether he be a Senator, Congressman or White House secretary, to particularize, when inquiring about a case, to exert the very kind of influence the bill is designed to eradicate. The mere fact that the highly placed individual evinced an interest is enough to make an impression. If the inquiries would go to a designated staff member—the secretary or perhaps the information officer—improper inferences could be avoided.

It has always been our notion that a government agency is as good as the men who run it. Commissioners of stature and excellent qualification could not be influenced improperly, with or without a code. Political hacks, with or without a code, play the influence game as their stock in trade.

There would be no problem if extreme care were exercised in the selection of public officials by the President and, just as important, in their confirmation by the Senate.

Drawn for BROADCASTING by Sid Hix

"Sprinkle a few humorous anecdotes in my tv speech. I hear comedians are coming back."

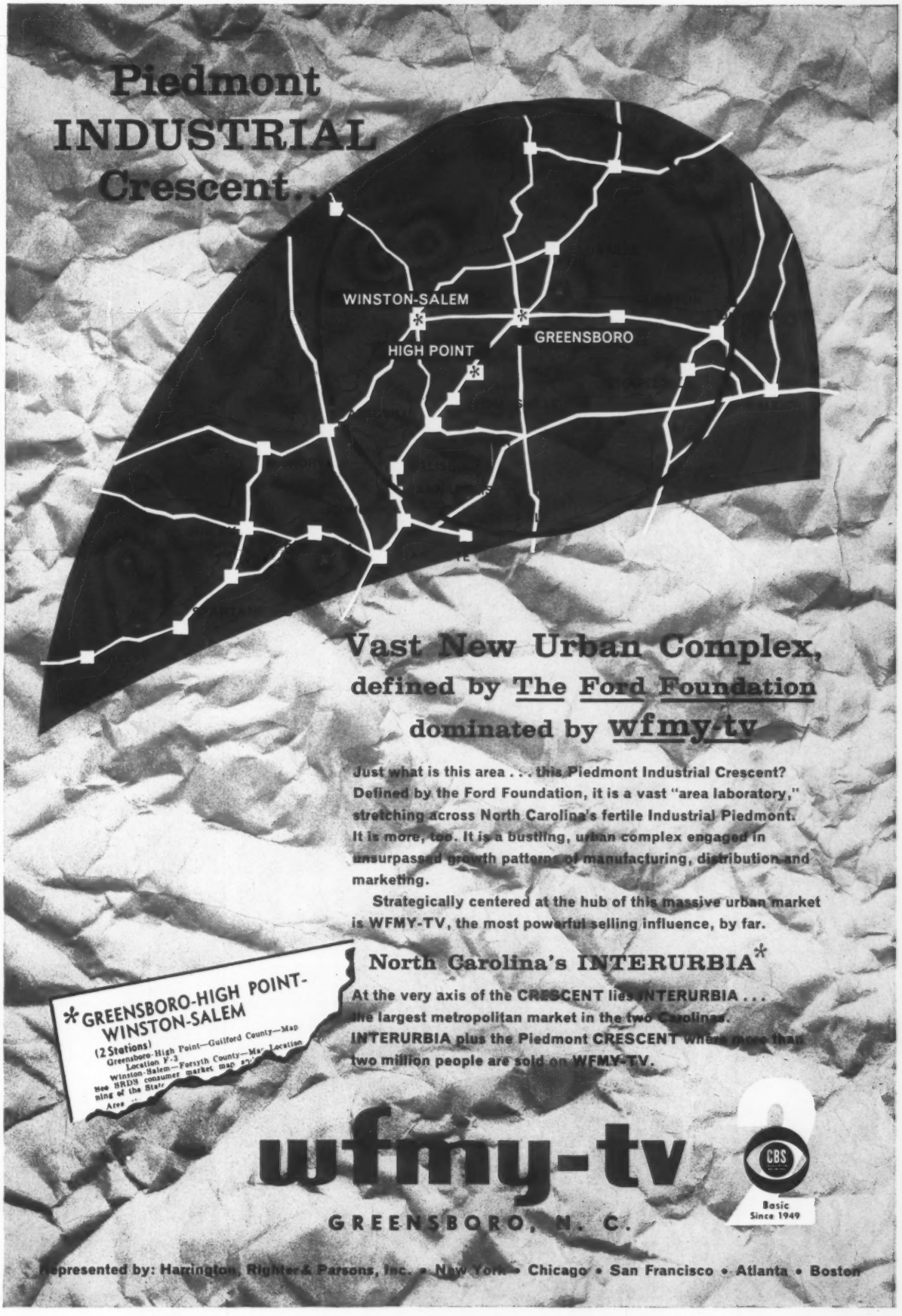
Whose Folly Now?

A YEAR ago, Sen. George A. Smathers (D-Fla.) fronting for the Songwriters Protective Assn., introduced an amazing bill (S 2834) to kill Broadcast Music Inc. by prohibiting stations and networks from engaging in the publishing of music or in the manufacturing or selling of phonograph records. When Congress adjourns this month, the Smathers Bill will die ignominiously, deserted by its author and all but laughed out of the Senate Commerce Committee which held hearings on it.

When Sen. Smathers introduced the bill, he told us that he was "saving broadcasters from their own folly." But he changed his tune months ago. Hearings were begun last March. He attended one session, briefly. The hearings were concluded within the fortnight with only Sen. John O. Pastore (D-R. I.) sitting. After listening to the devastating surrebuttal of Samuel I. Rosenman, counsel for BMI, Sen. Pastore gave the bill the *coup de grace* by sending the record to the FCC and the Justice Dept. "for comments." That killed it for this Congress—and forever.

There is still unfinished business, however. A number of members of SPA (and SPA is made up largely of ASCAP members) are plaintiffs in that $150 million suit against BMI and its broadcaster owners. Judge Rosenman charged that the proponents of the Smathers Bill are engaged in a "persecution of BMI" to aid that lawsuit.

We doubt whether SPA or its rich relative, ASCAP, will make another attempt to use Congress as its sounding board in its campaign against BMI.


Piedmont
INDUSTRIAL
Crescent...
WINSTON-SALEM
HIGH POINT
GREENSBORO
Vast New Urban Complex,
defined by The Ford Foundation
dominated by wfmy-ty
Just what is this area . . . this Piedmont Industrial Crescent? Defined by the Ford Foundation, it is a vast "area laboratory," stretching across North Carolina's fertile Industrial Piedmont. It is more, too. It is a bustling, urban complex engaged in unsurpassed growth patterns of manufacturing, distribution and marketing.
Strategically centered at the hub of this massive urban market is WFMY-TV, the most powerful selling influence, by far.
North Carolina's INTERURBIA*
At the very axis of the CRESCENT lies INTERURBIA . . . the largest metropolitan market in the two Carolinas. INTERURBIA plus the Piedmont CRESCENT where more than two million people are sold on WFMY-TV.
*GREENSBORO-HIGH POINT-WINSTON-SALEM
(2 Stations)
Greensboro-High Point—Guilford County—Map Location F-3
Winston-Salem—Forsyth County—Map Location
See SRDS consumer market map ar
ning of the Stat
Area
wfmy-tv
CBS
Basic
Since 1949
GREENSBORO, N. C.
Represented by: Harrington, Righter & Parsons, Inc. • New York • Chicago • San Francisco • Atlanta • Boston